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ABSTRACT

This report presents information gained through an international survey of organizations that produce and distribute easy-to-read materials designed for persons with low-level literacy skills. Questionnaires were sent to approximately 500 publishers, printers, and organizers of literacy programs throughout the world; of these, 95 questionnaires, returned by publishers in more than 40 countries, contained enough information to be included in the report. Results of the survey are summarized according to five categories of information: the types of organizations that prepare or publish easy-to-read materials; the types of materials prepared; the background and training of writers of the materials; the ways in which materials are distributed; and publishers' comments about their materials. The report includes a copy of the questionnaire used and provides a directory of the 95 responding publishers, with information on each publisher's type of organization, objectives, languages of publication, readership, authors, distribution mechanisms, other activities, and types of publications. (GW)

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Publishers of easy-to-read materials

A survey

Occasional Paper

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PUBLISHERS OF EASY-TO-READ MATERIALS

A Survey

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PUBLISHERS OF EASY-TO-READ MATERIALS

A SURVEY

As part of its 1974-76 research programme, the International Institute for Adult Literacy Methods (Tehran) conducted an international survey of organizations engaged in the production and distribution of easy-to-read materials designed for neo-literates and others with lower-level literacy skills.

The objectives of the survey were three-fold:

1. To identify organizations engaged in the preparation and/or publication of easy-to-read materials;
2. To discover the types and quantities of materials prepared and the means by which they are made available to the readers for whom they are intended;
3. To learn which methods and procedures are employed in the production of such materials.

A questionnaire addressed to the publishers of easy-to-read materials was prepared to collect the information needed for this survey (see Appendix A). This questionnaire was sent to experts in the field of materials production for their comments and suggestions before the final version was printed and distributed.

About 500 questionnaires in four languages (Arabic, English, French and Spanish) were dispatched to publishers, printers and organizers of literacy projects and programmes. In addition, 4 copies were sent to the Unesco National Commissions in 89 countries who were requested to assist with its distribution.

One hundred and twelve publishers responded before the established deadline. Ninety-five of these responses were relevant and fairly complete. A reply was considered relevant if it included information about publishers and book producers whose current production is entirely devoted to, or includes, easy-to-read materials for adult semi- and/or neo-literates. Replies with answers to more than 75% of the questions were studied for inclusion in the report. Responses were received from 43 Unesco Member States. The geographical distribution of respondents is given in the following Table:

Region	Number of Countries	Number of Publishers
Africa	13	17
Arab States	7	7
Asia and Oceania	9	36
Europe	3	4
North America	2	5
South America (including Central America and the Caribbean)	12	26
	45*	95

* Those from States which are not Member of Unesco are not listed below but are accounted for in all total listings.

The publishers whose answers were used in compiling this report are listed below:

Region	Country	Organization
Africa	Congo	Direction de l'Education Permanente et de l'Alphabétisation (DEPA)
	Gabon	Direction de l'Education Populaire
	Ghana	Ghana Labour College (T.U.C.)
	Ivory Coast	Institut Africain pour le Développement Economique et Social (INADES)
	Kenya	African Social Studies Programme
	Kenya	Division of Adult Education, Ministry of Housing, Department of Social Services
	Mali	Service de l'Alphabétisation Fonctionnelle
	Nigeria	Adult Education Department, Nigerian Baptist Convention
	Nigeria	Adult Education Division
	Nigeria	Institute of Linguistics
	Senegal	Centre d'Etudes des Civilisations
	Tanzania	Adult Education Division, Ministry of National Education
	Upper Volta	Savoir et Développement
	Zambia	Community Development Department

Region	Country	Organization
Arab States	Algeria	Centre National d'Alphabétisation
	Egypt	Arab Regional Literacy Organization (ARLO)
	Lebanon	Artshop
	Qatar	Ministry of Education
	Sudan	Department of Adult Education, Ministry of Education
	Tunisia	Department of Social Development of the Ministry of Social Affairs
	United Arab Emirates	Adult Education Department, Ministry of Education
Asia and Oceania	Australia	Bible Society in Australia
	Australia	Community Resource Centre, Church Missionary Society
	Australia	Mission Publications of Australia
	Australia	Summer Institute of Linguistics
	Australia	Uam Language Department
	India	B. B. Lohar and Brothers
	India	Bengal Mass Education Society
	India	Bengal Social Service League
	India	Bikaner Adult Education Association
	India	Bombay City Social Education Committee
	India	Directorate of Education
	India	Directorate of Panchayats and Social Welfare
	India	Department of School Education
	India	Division of Agricultural Extension, Indian Agricultural Research Institute
	India	Gujarat State Social Education Committee, Surat
	India	Jana Siksha Prochar Kendra
	India	Kerala Grandhasala Sangham
	India	Literacy House, Lucknow
	India	Literacy House, (Andhra Mabila Sabha) Hyderabad
	India	Adhunika Vigyana Grandhamala
	India	Lok Shiksan Vibhag
	India	S. B. Halkatti
	India	Social Education Unit
	India	Sri Ramakrishna Mission, Vidalaya Teacher's College
	India	Tamil Kalai Publication House

Region	Country	Organization
Asia	Iran	Department for Preparation of Materials, National Committee for World Literacy Programme
	Iran	Industrial Training Board (I.T.B.)
	Israel	Department of Adult Education, Ministry of Education and Culture
	Laos	Direction de l'Enseignement Primaire et de l'Education des Adultes, Ministère de l'Education
	Nepal	Nepal Women's Organization
	Nepal	Summer Institute of Linguistics (Nepal-India Branch)
	Pakistan	Adult Basic Education Society, Nirali Kitaben (Distinctive Publications) Publishing House
	Pakistan	All-Pakistan Women's Association
	Pakistan	Local Government Training Institute
	Pakistan	University of Agriculture, Lyallpur
	Philippines	Philippine Book Company
Europe	England	Inner London Educational Authority, Media Resources Centre
	England	Write First Time
	Spain	Editorial Magisterio Español, S.A.
	Sweden	National Swedish Board of Education
North America	Canada	Training Research and Development Station, Department of Manpower and Immigration
	U.S.A.	Charles E. Merrill Publishing Division of Bell and Howell Company
	U.S.A.	New Readers Press, Division of Laubach Literacy, Inc.
	U.S.A.	Prentice-Hall, Inc., Educational Book Division
	U.S.A.	Schloat Productions
South America	Argentina	Editorial Angel Estrada y CIA
	Argentina	Instituto de Cultura Popular (INCUPO)
	Bolivia	Acción Cultural Loyola (ACLO)
	Bolivia	Editorial "Don Bosco"
	Bolivia	Instituto de Investigación Cultural para la Educación Popular (INDICEP)
	Brazil	ABRIL S.A., Cultural e Industrial
	Brazil	Brazilian Literacy Movement Foundation (MOBRAL)
	Brazil	Livraria José Olympio Editoria, S.A.

Region	Country	Organization
South America	Brazil	Serviço Social da Industria (SESI)
	Chile	Centro Audio Visual Evangelico (CAVE)
	Colombia	Acción Cultural Popular (ACPO)
	Colombia	Centro-Laubach de Alfabetización, Medellín
	Colombia	Fondo de Capacitación Popular
	Colombia	Instituto Lingüistico de Verano (Summer Institute of Linguistics, Colombia-Panama Branch)
	Costa Rica	Alfalit Internacional
	Costa Rica	Centro de Libros de Texto para Adultos (CELTA)
	Costa Rica	Instituto Centroamericana de Extensión de la Cultura
	Ecuador	Escuelas Radiofonicas Populares del Ecuador
	Ecuador	Sección de Tecnologia Educativa
	Guatemala	Departamento de Alfabetización
	Guatemala	Instituto Lingüistico de Verano en América Central
	Haiti	Comité Protestant d'Alphabétisation et de Littérature (CPAL)
	Mexico	Alfalit Mexicano
	Mexico	Dirección General de Educación Fundamental
	Dominican Republic	Dirección General de Educación de Adultos
	Venezuela	Ministerio de Educación, Dirección de Educación de Adultos, Centro Regional de Educación de Adultos

The following publishers, whose replies arrived too late for inclusion in the statistical data, are listed in the appended Directory and references are made to them in the body of the report:

1. Hulton Educational Publications Ltd., England;
2. Adult Education Division, Ministry of Education, Thailand;
3. Ketab Dan, India;
4. Alfalit, Bolivia.

The reply received from the Experimental Functional Literacy Project of the Women's Organization of Iran was not used in the statistical part of the survey because, although the Project produced material in 1974 and 1975, it is not functioning at present. It is, however, cited on page 25.

The names and addresses of respondents are contained in the Directory of Publishers which constitutes Appendix B of this report. In the Directory each

publisher is given a code which has been used for classification purposes. In the text of the report this coding has been used only once, in Table 1, page 7.

I. ORGANIZATION

1. Type of Sponsorship

The respondents can be divided into two groups: those sponsored by Government agencies and Ministries and those sponsored by religious, commercial or non-profit-making organizations of a private nature. The majority belonged to the latter category.

Type	No.
Governmental	35
Non-governmental	58
No Answer	2
	95

Government organizations sponsoring publishers of easy-to-read materials were, in most cases, Ministries of Education, Welfare or Development. In the Private Sector, sponsoring agencies were: religious (20), commercial (11), voluntary foundations and other types of non-profit organizations (27).

Government agencies constituted the majority of respondents from Africa (9 out of 17) but were in the minority in South America (8 governmental and 17 non-governmental) and Asia (10 governmental and 25 non-governmental).

Of the 20 publishers sponsored by religious organizations, 12 were located in South America, 5 in Asia and 3 in Africa.

According to the replies received, the bulk of easy-to-read materials is produced by institutions organizing literacy programmes. Fifty-six replies came from the publications divisions of literacy organizations preparing materials required or recommended by their parent institutions. Six publishers in Arab countries, the Direction de l'Education Permanente et de l'Alphabétisation in the Republic of the Congo and Literacy House, Lucknow, India, belong to this category. The code numbers of publishers of this nature are given in Table 1, page 7.

Eighteen publishers had affiliations with literacy organizations: e.g., literacy teachers employed by the Adult Literacy Programme of the Department of Education in the Philippines distribute the publications of the Philippine Book Company and their students constitute the majority of the readers of that company's easy-to-read publications. The Sri Ramakrishna Mission Vidyalaya Teacher Training College in India

translates and publishes materials published by Literacy House, Lucknow, into Tamil, a regional language. ABRIL S.A., Cultural e Industrial in Brazil publishes some of the easy-to-read materials used by MOBRAL, the Brazilian Literacy Movement. The code numbers of these and similar publishers are given in Table 1.

Eleven enterprises published easy-to-read materials independent of literacy organizations: e.g., materials produced by the Ivory Coast Institut Africain pour le Développement Economique et Social (INADES), which publishes in several African languages, are distributed by agents among the adults in rural areas who are its principal customers. The Division of Agricultural Extension of the Indian Agricultural Research Institute in New Delhi publishes easy-to-read materials for farmers, which are distributed during agricultural shows. The Charles E. Merrill Publishing Division of Bell & Howell Company in the U.S.A. publishes easy-to-read materials specially for regular students in need of additional instruction; adult semi-literates form about 10% of this publisher's customers. Table 1 shows the codes of publishers belonging to this category.

Nine respondents could not be classified because their replies contained insufficient information (see Table 1 below):

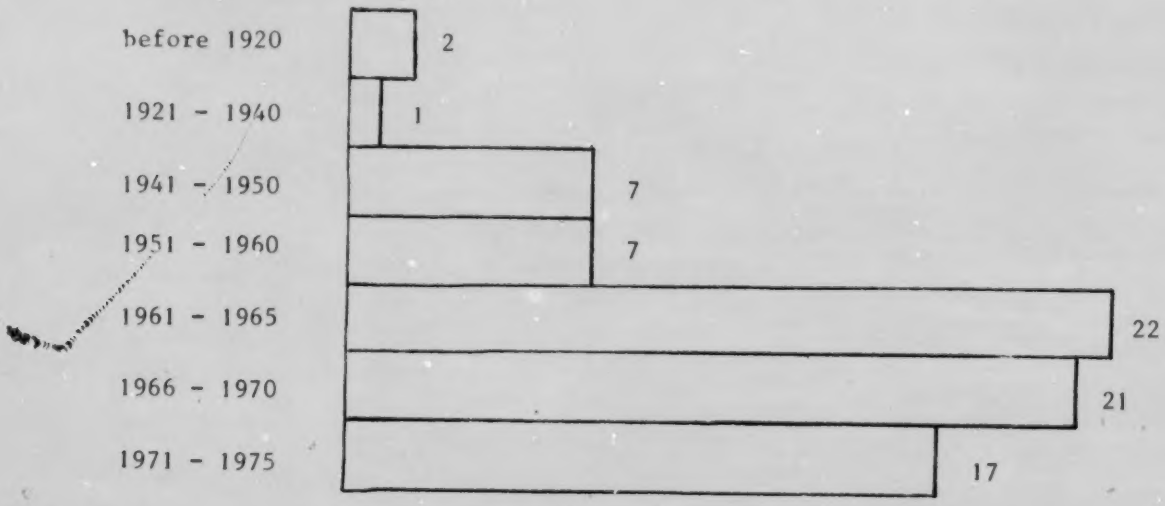
Table 1

Classification of Respondents according to their Association with Literacy Organizations

Association / Region & Code No.		Part of a Literacy Organization	Some Affiliation with Literacy Organizations	Independent of Literacy Organizations	No Indication
Africa	AF	1,2,6,7,8,9, 12,13,14,15, 16,17	3,10,11	4	5
Arab States	AR	18,19,21,22, 23,24	20		
Asia	AS	29,30,32,34, 35,36,37,38, 39,41,44,47, 50,51,52,53, 56,57	25,26,28,31, 33,45,46,48, 58,59,60	27,40,43	42,49,54,55
Europe	EU	61,62,64		63	
N. America	NA	65,67		66,68,69	
S. America	SA	71,76,78,81, 83,84,85,86, 87,89,90,91, 92,94,95	75,77,80,93	70,73,88	72,74,79,82
Total		12			

2. History

Of the 77 respondents who answered the relevant question, 60 had started to publish easy-to-read materials during the last fifteen years, 43 of them in the 1960's and 17 between 1971 and 1975. The following graph shows the distribution of publishers according to the starting date of their involvement in the preparation of easy-to-read materials:



Nevertheless, according to the replies received, the history of production of easy-to-read materials goes back to the nineteenth century. Editorial Angel Estrada in Argentina started to publish such materials in 1899. Prentice-Hall, Inc., in the United States, whose easy-to-read materials constitute only a small proportion of their total output, became involved in this field in 1913.

Besides these two commercial firms, other publishers that have specialized in easy-to-read materials for a considerable number of years are the Bengal Mass Education Society, which has been producing easy-to-read materials since 1928, the Department of Adult Education in Israel (1948) and the All-Pakistan Women's Association (1949). Serviço Social da Industria in Brazil has also been engaged in this task since 1946. The most recent publishers in this field are Write First Time in England and Savoir et Développement in Upper Volta, both established in 1974.

The dates given in this part of the study indicate the start of publication of easy-to-read materials and not necessarily the date of establishment of the publishers. Several of the respondents were established long before they started to produce easy-to-read materials. For example, the Bengal Social Service League was founded in 1915, but has published such materials only since 1961. The Bible Society in Australia, in existence since 1817, started publications of this nature in 1961. Other examples are the Livraria José Olympio Editoria, S.A. in Brazil,

which was established in 1931 and started to produce easy-to-read materials in 1974, and Hulton Educational Publications, which have produced easy-to-read materials for adults since 1971 although founded in 1750.

3. Objectives

In the questionnaire, respondents were asked to list their main objectives in order of importance. Development of reading skills was generally ranked first by both Government and private publishers. Developing the reading habits was the second most important objective listed by both types of publishers, followed by the development of occupational skills. Family life education was frequently mentioned by non-governmental organizations. Other objectives cited by publishers were: expansion of the national language (frequently mentioned by Government publishers) and entertainment (more commonly indicated by private publishers). Table 2 below shows the frequency of the three main objectives indicated by the publishers.

Table 2

Objectives in Relation to Type of Organization
(First, second and third in order of importance)

Objectives	Number of Organizations									Total
	Governmental			Non-Governmental			No Answer			
	1st	2nd	3rd	1st	2nd	3rd	1st	2nd	3rd	
Entertainment	1	3	2	2	2	9				20
Developing reading skills	14	2	4	24	7	5	2			58
Developing reading habit	4	11	4	5	18	7		2		51
Developing occupational skills	7	4	5	7	6	6				35
Family life education		2	2	4	8	8				24
Religious education				2	4	5			1	12
Civic education	1	1	5	4	2	2			1	16
Expansion of national language	3	4	3	3	2	2				17
Integration of minority groups		2		3						5
Profit-making					1					1
Others	2	2		2		1				7

4. Budget

The amount of money allocated annually for the publication of easy-to-read materials varied according to the economic situation and the extent of activity of the publisher. The budgets of publishers replying to this question varied from $115 to $2,370,000*. MOBRAL (Brazil), with a publications budget of $2,370,000 (11% of its total budget), and Cultural e Industrial (Brazil), with $1,300,000, have the highest budgets for this purpose. All but seven of the remaining publishers indicated an annual budget of less than $100,000. Table 3 below shows the amounts mentioned by publishers in different geographic regions.

Table 3

Publishers' Budgets in Different Geographic Regions

Budget in $ / Region	Under 1,000	1,000-10,000	10,000-100,000	100,000-500,000	500,000-1,000,000	Over 1,000,000
Africa	1	4	5	-	-	-
Arab States	-	1	3	-	1	-
Asia & Oceania	6	7	1	3	-	-
Europe	-	1	1	-	-	-
N. America	-	-	-	1	-	-
S. America	-	7	7	-	-	2
Total	7	20	17	4	1	2

The publication of easy-to-read materials is not a lucrative undertaking. Of the 70 publishers who answered the question relating to profit, only six indicated that they sold easy-to-read materials at a profit, namely: the Bengal Mass Education Society in India; the Adult Basic Education Society "Nirali Kitaben" and the University of Agriculture in Pakistan; Prentice Hall, Inc., Educational Book Division, New Reader's Press and Schloat Productions in the U.S.A.; and Artshop in Lebanon.

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* Sums of money were indicated in national currencies by respondents. To facilitate comparison they have been converted into US Dollars.

Hulton Educational Publications, listed in the Directory although not included in the report, is another profit-making publisher of easy-to-read materials.

Six other publishers indicated that their losses in this area were covered by the profits obtained from their other publications.

Twenty-one publishers distributed their materials free of charge. Three publishers sold their easy-to-read materials at printing cost. Twenty-eight publishers did not answer this question. Table 4 below shows the relationship between production costs and sales.

Table 4

Sales Returns in Relation to Production Costs

Region	Distributed Gratis	Less than 50%	50-90%	Printing Cost	Profit	No Answer	Total
Africa	5	5	5	-	-	1	16
Arab States	2	2	1	-	-	1	6
Asia	5	4	9	2	3	13	36
Europe	-	1	-	-	-	3	4
N. America	-	-	1	-	2	2	5
S. America	8	8	1	1	-	8	26
Total	20	20	17	3	5	28	93

5. Assistance Received

The majority of respondents (57 out of 94) received some sort of assistance from national or international organizations. The type of assistance received was mainly advisory; experts and consultants helped at different stages of the materials production process, for example with the organization of training programmes for writers, the writing and/or translation of manuscripts, the preparation of illustrations, printing and distribution procedures.

International organizations were the major source of assistance named by the publishers who replied to the relevant questions; 26 publishers indicated that they received assistance from international sources and 13 from national organizations. The international organizations most frequently mentioned included Unesco, the Summer

Institute of Linguistics*, USAID, SIDA (Swedish International Development Agency), Assistance Technique (France), World Education, Adult Basic Education of Intermedia, the International Labour Organization, and some regional organizations such as OEA (Organization of American States) in Latin America and the East African Literature Bureau in Africa.

Unesco assists eleven publishers of easy-to-read materials in various countries, including the Centre d'Etudes des Civilisations in Senegal, the Adult Education Division of the Ministry of Education in Tanzania and the Dirección General de Educación de Adultos in the Dominican Republic. The Summer Institute of Linguistics helps members involved in the publication of easy-to-read materials by providing experts and other forms of assistance.

Examples of assistance given by international organizations are as follows: L'Assistance Technique Française helps the Direction de l'Education Permanente et de l'Alphabétisation in the Congo and the Direction de l'Education Populaire in Gabon; SIDA provides the Adult Education Division of the Ministry of National Education in Tanzania with printing facilities; the Adult Basic Education Section of Intermedia supports Alfalit International in Costa Rica and Alfalit in Mexico; International Labour Organization experts co-operate with the writers of materials prepared by the Industrial Training Board in Iran.

The main source of national support comes from Government agencies such as Ministries of Education and Adult Education Divisions. Universities and literacy organizations head other sources of assistance; Acción Cultural Popular and the Centro Laubach de Alfabetización in Colombia both receive university co-operation.

International organizations tend to support governmental publishers while national organizations generally assist private publishers. Of the 26 respondents supported by international organizations, 18 are governmental publishers, while ten out of the 12 publishers supported by national organizations are private. The Table on the following page shows the form of assistance received by 57 publishers. Few publishers received more than one form of assistance.

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* The Summer Institute of Linguistics is an international voluntary linguistics organization working with minority, unwritten languages of the world. Its headquarters is in the U.S.A. There are branches of this organization in 26 countries, working with a total of over 600 languages and dialects.

Table 5

Source of Assistance in Relation to Type of Publisher

Source of Assistance / Type of Publisher	International		National		No Answer
	Unesco	Others	Governmental	Non-Governmental	
Governmental	9	9	3	-	4
Non-Governmental	2	6	6	4	20
No Answer	-	-	-	-	1
Total	11	15	9	4	25

II. PRODUCTION OF EASY-TO-READ MATERIALS

1. Preliminary Studies

The majority of publishers realized the importance of preliminary surveys. Sixty-one respondents said that their texts were based on the results of research studies. These studies were usually informal and few were published. The most frequent types were measurement of reading interest (mentioned 53 times); measurement of reading ability (mentioned 36 times); study of preference for particular types of illustration (mentioned 29 times), and word count (mentioned 31 times).

In addition to such preliminary studies other criteria were used to determine the content of manuscripts. These were usually related to the personal and community needs and interests of readers, their level of reading skill and comprehension, and, obviously, the publisher's objectives. Fifteen publishers gave no criteria for determining the content of their materials.

Manuscripts submitted for publication had to meet certain standards. Attractive presentation and illustration, simple sentence structure, relevance and accuracy of content were conditions set by the majority of publishers. Projects such as those of the Direction de l'Education Permanente et de l'Alphabétisation in the Congo and Andhra Mabila Sabha in Gujarat State in India tested manuscripts for their applicability before commencing large-scale production (see section on Evaluation, page 27).

Some publishers considered vocabulary to be an important factor and followed

a recognized word list. One African publisher limited manuscripts to vocabulary contained in the Thorndike-Lorge Streamlined Word List. Twenty-one publishers did not apply any particular standards.

2. Type of Materials

Reading materials for semi- and neo-literates generally took the form of books. Table 6 lists the frequencies for the different types of materials published in 1973-74.

Table 6

Types of Materials Published in 1973-74

Type	Frequency	%
Books	49	41.0
Pamphlets	28	23.5
Newspapers	28	23.5
Magazines	14	12.0
Total	119	100.0

An easy-to-read encyclopaedia and almanac have also been published for adults (see section on Popular Titles). Other types of materials published for adult new readers are comic books and posters. The Centre d'Etudes des Civilisations in Senegal published a periodical comic in 1,300 copies. Literacy House in Lucknow, India and Schloat Productions in the U.S.A. both produce posters.

Several publishers produce a series of books: the Centre National d'Alphabétisation in Algeria has published one series entitled We Work and Learn and another called We Learn Our Language; Laubach Literacy in the U.S.A. publishes the New Streamlined English Series; Editorial Angel Estrada y CIA in Argentina publishes Aprender Actividades y Oficios (How to Learn Various Jobs). The different types of publications produced by respondents are listed on the individual entry sheets (Appendix B).

The average circulation of the books and pamphlets published in 1973-74 is very large. Six publishers produced over 50,000 copies of their materials, while the majority of the other respondents published 1,000-10,000 copies. Only eight publishers printed less than a thousand copies.

Table 7

Circulation of Materials

Number of copies	Less than 1,000	1,000-10,000	10,000-50,000	Over 50,000	No Indication
Number of Publishers	8	40	10	6	31

The following publishers had the largest output in 1973-74: MOBRAL in Brazil published five novels in 500,000 copies, one book on occupational skills in 4,000,000 copies, a newspaper with a circulation of 14,000,000 and a magazine with one of 24,000,000; New Readers Press of Laubach Literacy, Inc., published 40 books with 5,000 copies per title, 40 pamphlets with 4,000 copies each, a weekly newspaper, News for You, with a circulation of 31,665 and a magazine called The Pointer printed in 2,000 copies; The National Committee for World Literacy Programme in Iran published 20 booklets in 10,000 - 100,000 copies each, plus a regular weekly magazine, Ruz-e-Now, which has a 100,000 circulation.

Other publishers who produced a relatively large amount of materials in 1973-74, were Serviço Social da Industria in Brazil, which published 32 books in between 1,000 and 10,000 copies, and the Direction de l'Enseignement Primaire et de l'Education des Adultes in Laos, which published 160,000 copies each of 20 pamphlets on occupational skills.

3. Content of Materials

Easy-to-read materials covered a variety of subjects. The topics most frequently listed by respondents were:

Table 8

Topics Most Frequently Selected for Easy-to-Read Materials

Topics	Frequency
Occupational skills	37
General information	30
Fiction	[illegible]
Family life education	26
Community education	24
Religion	21
Popular articles	16

Some publishers specialized in a particular field. Easy-to-read materials mainly concerned with agriculture are produced by the University of Agriculture in Pakistan and the Indian Agricultural Research Institute. The Training Research and Development Station in Canada publishes materials on mathematics, while Adhunika Vigyana Grandhamala and Bengal Mass Education in India emphasize popular science. The Iranian Industrial Training Board publishes materials on textile and metal production and construction for unskilled workers.

Folklore and oral traditions are popular sources of easy-to-read materials. The Adult Education Division in Nigeria and the Bikaner Adult Education Association in India interview traditional storytellers for authentic versions of folk tales. Branches of the Summer Institute of Linguistics in Nepal and Australia tape folk tales and later transcribe and edit them. The Directorate of Education in New Delhi has compiled a collection of folk stories and the Department of Adult Education in Israel receives similar material for its weekly easy-to-read magazine from readers in different countries of the world. A well-known author is assigned by the Adult Basic Education Society Nirali Kitaben in Pakistan to transcribe oral traditions. Kerala Grandhasala Sangham in India publishes folk songs for neo-literates.

4. Language

According to the replies, easy-to-read materials appear in 153 different languages and dialects. Some materials are published in several languages. Branches of the Summer Institute of Linguistics have been among the most resourceful publishers in this field. This Institute's branches in South America has prepared easy-to-read materials in 36 indigenous languages in Colombia and 15 in Guatemala. In Asia they have produced materials in more than eleven indigenous languages and in Australia more than ten. They have also been active in Africa, preparing materials in more than ten African languages in Nigeria. Specific details of the languages used by different publishers are given in the Directory, Appendix B.

Easy-to-read materials are prepared in different parts of the world in the following languages and dialects:

Africa: Amharic, Arabic, Bambara, Batonu, Bekwarra, Bwamo, Diola, English, French, Fufulde, Gumantche, Hausa, Igbira, Igbo, Izi, Jula, Kassam, Kirundi, Kiswahili, Lingala, Malgach, Mambila, Monokoutouba, Moore, Ouolof, Pedi, Peul, Portuguese, Shona, Sindabele, Soninke, Sotho, Swahili, Tiv, Tsonga, Tswana, Xhosa, Yakurr, Yoruba, seven recognized Zambian languages and Zulu.

Arab States: Arabic.

Asia: Anindilyakwa, Arabic, Baluchi, Bengali, Chepang, Darai, English, Filipino, Ghale, Gumatj, Gugu-Yalanji, Gujarati, Gunwinggu, Gupapuynu, Gurung, Halbi, Hebrew, Hindi, Jirel, Kannada, Kagate, Khulunge-Rai, Lao, Marathi, Malayalam, Maung, Nepali, Ngaanyatjarra, Nik, Persian, Pintupi, Pushto, Rajasthani, Santhali, Sindhi, Sunwar, Tamang, Tamil, Telugu, Thaayorre, Urdu, Walmatjari, Wik-Munkan.

Europe: English, Spanish, Swedish.

North America: English.

South America: Achí de Cubulco, Achí de Rabinal, Aguacatec, Aymara, Cakchiquel, Chuj, Creole, Garifuna, Jacaltec, Ixil de Nebaj, Kanjobal de San Miguel, Kekchí, Maya-Mopán, Pocomchí, Portuguese, Quechua, Quichí, Quiché de Joyabaj, Spanish, Tolpán, Tzutujil, and 36 unspecified indigenous languages of Colombia.

5. Reading Level

Twenty-nine publishers did not indicate the reading level of their materials according to elementary school standards. Seven others said that it was not possible for them to classify their publications according to these standards.

A relatively high proportion of respondents (21) published at all levels from grades 1-6. Eleven published materials with a readability level of grades 1-2. In the Table below, publishers are classified according to the reading level of their easy-to-read materials.

Table 9

Reading Level of Easy-to-Read Materials

Level	Number of Publishers
1-2	11
3-4	8
5-6	9
1-4	5
3-6	5
1-6	21
Unclassifiable	7
No indication	29
Total	95

6. Use of Basic Vocabulary

Forty-six respondents published materials using a basic vocabulary, forty did not and eight publishers did not reply to this question. The number of words considered basic varied according to the publisher and the reading level of the materials. The Centre National d'Alphabétisation in Algeria uses a basic vocabulary of 250 words for its first level readers and one of 600 words for the second level. Gujarat State Social Education Committee in India uses a 200-300 word basic vocabulary for its easier books and a 1,000 word vocabulary for more difficult ones. The All-Pakistan Women's Association uses three different word lists of 500, 1,000 and 3,000 words respectively, of which the third has the widest range of vocabulary mentioned. The Thorndike-Lorge Word Lists of 500, 500-1,000 and 1,500-1,700 words were used by one African publisher. Alfalit Internacional in Costa Rica and Alfalit Mexicana in Mexico both follow the Rodriguez Bou Word List.

Some publishers adopt the generative method when preparing materials. The Serviço Social da Industria in Brazil and the Centro de Libros de Texto para Adultos in Costa Rica use 16 and 30 generative words respectively.

7. Layout

a) Printing - Most publishers produced materials only in large print. Some used both large and ordinary print, while 18 publishers produced their materials only in ordinary print.

Table 10

Size of Print Used in Easy-to-Read Materials

Size of Print	Number of Publishers
Ordinary	18
Large	57
Both	10
No Answer	10
Total	95

b) Illustration - The reading materials of the majority of publishers (54) are illustrated in black and white. Of the thirty-two other publishers who replied

to this question, eight printed all illustration in colour and the others both in colour and in black and white.

Table 11

Illustrations in Easy-to-Read Materials

Type	Number of Publishers
Black and white	54
Colour	8
Both	24
No answer	9
Total	95

8. Popular Titles

Books and pamphlets were stated to have proved most popular with the semi- and neo-literate clientèle of the sixty-nine publishers replying to this question.

The almanac published annually by the Instituto Centroamericano de Extensión de la Cultura (ICECU) in Costa Rica, entitled Escuela para Todos has 3,000,000 readers and is the Institute's most widely distributed easy-to-read publication. It has 200 pages, is written in simple language and is set in large print. Apart from the cover, all illustrations are in black and white.

A twelve-volume encyclopaedia called Man's Adventure, published by MOBRAL in Brazil, has an impressive two million subscribers. It is written in simple language, with large print and coloured illustrations.

Of the 28 respondents who publish newspapers in addition to other types of materials, six indicated that their newspapers appeared to be their most popular publications.

En Marcha is the most popular publication of Acción Cultural Loyola (ALCO) in Bolivia. This twelve-page monthly newspaper is specially produced for rural readers. Each issue contains articles on science, agriculture, animal husbandry, general information and one episode of an illustrated serial story.

Four of the 14 publishers who issue magazines stated that their magazines were the most popular type of material distributed among semi- and neo-literates.

Today Magazine, published weekly by Mission Publications of Australia for

Aborigines is this organization's most widely read publication.

The weekly magazine Shaar (Gate) is the most popular publication produced by the Department of Adult Education, Ministry of Education and Culture in Israel. The relevancy of content is considered responsible for its appeal to 100,000 neo-literates.

The primers and the textbooks of seven other publishers were very well received by their reading public. The primers published by Abril S.A., Cultural e Industrial in Brazil are not only used by literacy class students but are also very popular among other new literates. The textbook Conjunto de Alfabetizaçao has around 4 million readers.

The subjects covered by these popular titles were, in descending order: practical skills, literacy, family planning, religion, culture, science and literature.

The reasons suggested for their popularity were that they were functional, corresponded to readers' needs and had good illustrations, simple vocabulary and religious content. The following Table shows the frequency of reasons mentioned for the popularity of the materials.

Table 12

Reasons for Popularity of Easy-to-Read Materials

Content	:	(Functional -- -- --	15
		(Corresponds to readers' needs	14
		(Religious -- -- --	5
Presentation	:	(Good illustrations -- --	6
		(Simple Vocabulary -- --	5
Length	:		2
Low Price	:		2
Interesting Title	:		2

Other reasons given were the lack of other easy-to-read materials (4), and their use in literacy classes (3).

Popular materials varied in length from three pages up to 240 pages. The pamphlet on crop production published by the Division of Agricultural Extension of the Indian Agricultural Research Institute in New Delhi is only three pages long and is very popular with farmers. A 240-page novel published by B. B. Lohar and Brothers in India was also very well received.

None of the popular titles cost more than $1.04. Thirty-seven publishers did

not mention the price of their most popular publications. Six publishers distributed their popular materials free of charge. Easy-to-read materials published by the Charles E. Merrill Publishing Division of Bell & Howell Company, the New Readers Press of Laubach, Inc., in the U.S.A. and UAM Language Department in Australia are among the most expensive popular items. Popular materials can be classified by cost as follows:

Table 13

Cost of Easy-to-Read Materials

Cost in US Dollars	Number of Materials
Free	6
1 - 10 cents	11
11 - 20 cents	11
21 - 30 cents	7
31 - 50 cents	3
51 - 60 cents	3
More than 70 cents	3
Total	44

The number of readers of the popular titles varied from 200 to 4,000,000. The popular publications of the Instituto Centroamericana de Extensión de Cultura have 3,000,000 readers, MOBRAL 2,000,000 and ABRIL S.A., Cultural e Industrial (Brazil) 4,000,000.

No significant relation could be found between the number of readers and the price of materials as the Table below shows:

Table 14

Number of Readers and Cost of Easy-to-Read Materials

Cost \ No. of Readers	Less than 1,000	1,000-10,000	10,000-50,000	50,000-100,000	100,000-1,000,000	over 1,000,000	Total
Free	2	2	2			1	6
1 - 10 cents	2	2	1	2			7
11 - 20 cents	3	2	4			1	10
21 - 30 cents	1		1			1	3
31 - 50 cents	1						1
51 - 70 cents	1				1	1	3
More than 70 cents					1		1
Total	9	6	8	2	2	4	31

The popularity of publications was also studied in relation to their length. The responses received revealed no significant correlation between the number of readers and number of pages of a publication.

Table 15

Number of Readers and Length of Easy-to-Read Materials

No. of Pages \ No. of Readers	Less than 1,000	1,000-10,000	10,000-50,000	50,000-100,000	100,000-1,000,000	Over 1,000,000	Total
1 - 10 pages	3		1	1			5
11 - 30 pages	3	1	3			1	8
31 - 50 pages	2	4	4		1	1	12
51 - 70 pages		2	1			1	4
71 -100 pages	2						2
101 - 200 pages			1	1	1	3	6
More than 200		1					1
Total	10	8	10	2	2	6	38

III. WRITERS OF EASY-TO-READ MATERIALS

1. Background

According to the respondents, most easy-to-read materials are prepared by publishers' staff. School teachers, university professors, new literates and professional writers are also employed to write materials. The following Table shows the different sources of written materials.

Table 16

Writers of Easy-to-Read Materials

Source	Frequency
Publishers' staff	54
School teachers	39
Professional writers	24
University professors	22
New Literates	18
Others	27

The use of professional writers is most common in North America; four of the publishers in this region employed professional writers. Neo-literate adults write texts chiefly in South America and Asia; seven publishers in Asia and seven in South America solicited the co-operation of graduates of literacy classes. University professors wrote materials for seven publishers in Asia, five in Africa, five in South America and four in Europe.

Several publishers solicited the assistance of subject matter specialists in preparing texts. Technicians and subject matter specialists co-operate closely with the writers of the materials prepared by Serviço Social da Industria in Brazil. MOBRAL in Brazil and the Centro Laubach de Alphabetización Colombia are assisted by journalists.

2. Training

Thirty-two of the publishers who responded to the appropriate question indicated that their authors had received no formal training in writing easy-to-read materials, but had acquired the necessary skills by attending general literacy training courses, teaching literacy classes or associating with publishers and editors of easy-to-read materials. The rest indicated that their authors had received some training in writing easy-to-read materials for adults. Training programmes varied in form and nature; workshops and seminars were the most frequently mentioned. Some publishers prepare written guides for distribution among their authors.

Several publishers who did not offer training programmes themselves employed writers who had attended courses and workshops sponsored by some other organization. Writers associated with SIL in different countries attended workshops held by S I L. SIL organizes two types of workshop for writers. One is called Creative Writers Workshop and has two components: 1) a lecture-seminar session on content, style, editing and illustration, and 2) individual story-writing sessions based on field trips. In the other workshop, the Primer Construction Workshop, new primers and textbooks are developed by WRIT (Writers in Training).

The Adult Education Directorate of the Ministry of Education in India organizes workshops in which writers employed by several respondents have been trained.

Several publishers in Latin America have sent their writers to the two-month training course organized by CREA (Centro Regional de Educación de Adultos) in Venezuela. Writers of easy-to-read materials in several Arab countries received their training from ASFEC (Regional Centre for Functional Literacy in Rural Areas for the Arab States) in Egypt. The Unesco Regional Centre for Book Development in

Asia, Karachi, Pakistan, has also trained several authors of easy-to-read materials.

IV. DISTRIBUTION OF MATERIALS

1. Means of Distribution

Literacy projects and teachers were the most frequent distributors of easy-to-read materials. Other sources mentioned were the mail, booksellers, libraries, agents and mobile libraries. The following Table shows the different means of distribution:

Table 17

Distribution of Easy-to-Read Materials

Means	Frequency
Literacy projects and Teachers	116
Mail -- --	35
Booksellers --	29
Libraries --	28
Agents -- --	16
Mobile Libraries-	13

Thirty-five of the publishers had organized libraries or reading rooms where adults could make use of materials. MOBRAL's libraries were used by 6,000,000 readers in 1974. The library organized by Kerala Grandhasala Sangham Publications (India) has been used by about 800,000 readers annually during the last few years. The reading rooms organized by the Direction de l'Education Populaire in Gabon are used by 10,000 adult semi-literates annually.

2. Readers' Profile

Easy-to-read materials are distributed to and read by adults from different backgrounds. Graduates and students of literacy classes constitute the majority of readers. Other readers are school drop-outs, regular students, linguistic minorities and migrants. The materials produced by most publishers were read by more than one group.

The materials produced by non-government publishers reached a wider range of readers. The different categories of readers mentioned by the 35 government

publishers are listed in the Table below. Government publishers tend to concentrate more on the students and graduates of literacy classes. This group forms 69% (49 out of 71) of the readers named by the government publishers and 58% (83 out of 143) of those named by the non-government publishers. According to the responses, only non-government publishers produced materials for linguistic minorities (see Table below).

Table 18

Readers' Background and Type of Publisher

Readers' Background / Type of Publisher	Graduates & Students of Literacy Classes	School Drop-outs	Linguistic Minorities	Regular Students	Migrants & Immigrants	Total
Government	49	10	-	9	3	71
Non-government	83	24	12	17	7	143
No Answer	3	-	1	-	-	4
Total	135	34	13	26	10	218

Some publishers cater for a specific group. Thirty-eight publishers publish only for students and graduates of literacy classes. The Women's Organization of Iran, to ensure retention of the newly-acquired skills of the graduates of its experimental work-oriented literacy project, provided graduates with a monthly newspaper for eight consecutive months following the end of the classes. The last issue of this newspaper, Zan-e-Dana (Enlightened Woman), appeared in December 1975.

Publications of the branches of the Summer Institute of Linguistics in Nigeria, Australia, Nepal and Guatemala are mainly intended for linguistic minorities (see section on Language).

Adult semi-literates form a small percentage of the readers of the four U.S. publishers, other than the Laubach Literacy, Inc. Association who responded; the majority are regular students. Easy-to-read materials published by the National Swedish Board of Education are designed for migrants.

Most respondents publish materials suitable for both sexes, with a slight bias in favour of men. Certain publishers prepare materials with only one of the sexes in mind; men form a very high proportion of the readers of publications such as those of the Institut Africain pour le Développement Social (INADES) in Ivory Coast, Savoir

et Développement in Upper Volta, the Centre National d'Alphabétisation in Algeria and Lok Shiksan Vibhag in India. On the other hand, adult semi-literate women are the principal readers of materials produced by Ghana Labour College, Halkatti Publications in India and the All-Pakistan Women's Association.

According to the replies received, most readers of easy-to-read materials live in rural areas. Publishers in the different regions defined their readers' place of residence as follows:

Table 19

Readers' Place of Residence

Region / Place of Residence	Africa	Arab States	Asia	Europe	North America	South America	Total
Rural Areas	5	-	10	-	-	5	20
Urban Areas	-	-	1	2	-	1	4
Both	12	7	19	2	5	19	64
No Answer	-	-	5	-	-	1	6
Total	17	7	35	4	5	26	94

Only four publishers catered solely for readers in urban areas, namely: Bombay City Social Education Committee, Write First Time and the Inner London Education Committee in England, and Serviço Social da Industria in Brazil.

3. Distribution Problems

Publishers' problems were mainly related to transport and postal services. Slow communications because of bad roads and lack of proper transportation were mentioned most frequently. Publishers who distributed materials locally encountered fewer difficulties. Other problems mentioned were the lack of properly co-ordinated distribution procedures, lack of funds, lack of co-operation and interest among distributors, lack of efficient staff, the difficulty of storing supplies safely before dispatching them, booksellers' lack of interest because of the low price of materials, the high cost of advertisement, the fact that some materials are given away while some are sold, and the shortage of provincial representatives.

V. EVALUATION AND PUBLISHERS' COMMENTS

1. Need and Demand for Easy-to-Read Materials

The publishers were asked to evaluate the need and demand for easy-to-read materials among their readers. The majority believed that there was a definite need but that demand was relatively lower. None considered demand greater than need.

The various respondents from different regions expressed the following opinions:

Table 20

Need and Demand for Easy-to-Read Materials

	Africa	Arab States	Asia	Europe	North America	South America	Total
Need							
Great	13	6	22	3	3	20	67
Moderate	1	1	9	1	2	4	18
Low	-	-	-	-	-	-	-
Very low	1	-	-	-	-	1	2
No answer	2	-	4	-	-	1	7
Demand							
Great	11	4	10	3	2	12	42
Moderate	4	2	14	-	2	1	23
Low	-	1	6	1	-	4	12
Very low	1	-	-	-	-	1	2
No answer	1	-	5	-	1	2	9

Twenty-five publishers felt that their customers' demand for materials was less great than their need. No publisher indicated a "low" need for materials, but 12 indicated a "low" demand. The greatest discrepancy was expressed by publishers in Asia; twenty-two indicated a great need and nine indicated a moderate need among semi-literates. Of these ten felt a great, 14 a moderate and six a low demand for easy-to-read materials.

2. Effects of Format and Content on Readers' Preferences

Publishers were also asked about the effect of factors such as content, illustration and print on readers' choice of materials. Several respondents believed that no single factor could influence a reader, but that the combination of different

factors could affect a publication's appeal to an adult. The majority of respondents believed that content and illustration were the two most important factors and should therefore be given the greatest attention. Next in importance were the size of print and use of coloured illustration. The size of illustration was least frequently mentioned as a factor affecting readers' preferences. Publishers listed the effects of the above factors as follows:

Table 21

Factors Affecting Readers Choice of Materials

Factors \ Level	Great	Moderate	Low	No Answer	Total
Content	64	16	3	12	95
Illustration	63	17	1	14	95
Large print	44	27	4	20	95
Colour	40	25	10	20	95
Size of illustration	22	43	8	22	95

With regard to illustration, the English publishers, Write First Time, suggested that over-lavish use of colour and illustration gives the impression that the material is childish. The Charles E. Merrill Publishing Division of Bell & Howell Company in the U.S.A. avoids illustrations that might distract the reader or lead to the guessing of words in reading materials for beginners. This conclusion is based on research.

Other publishers, such as B. B. Lohar Brothers, a commercial firm in India, said that colourful cover illustrations are the best sellers of materials.

3. Publishers' Problems

Finding well-trained and willing authors has been the most common problem in different regions of the world, followed by the scarcity of basic printing materials and the constantly rising cost of paper and other printing facilities. One of the publishers mentioned the difficulty of finding printers who would accept large print. Other problems mentioned were related, in order of frequency to: distribution, lack of funds, low purchasing power and limited market, lack of co-operation between the institutions involved, absence of scientific research into readers' interest and demand, and shortage of artists.

Certain publishers had very few or no problems, namely, the Ministry of

Education in Qatar, the Inner London Education Authority in England, the Training Research and Development Station in Canada, the Community Development Department in Zambia and Prentice-Hall in the United States.

4. Procedures used by Publishers in Evaluating the Materials

Of the seventy-four publishers who responded to the evaluation question, six did not evaluate their materials. The most usual evaluation processes were: interview (25); field tests (20); observation (14); measurement of sales and demand for materials (9).

The frequency of evaluation was rarely mentioned. Acción Cultural in Bolivia and Alfalit in Mexico evaluate their materials annually. The latter asks teachers to state their opinions and to describe their use of materials in their classes. MOBRAL in Brazil receives cards monthly from its 1,076 cultural centres with information about each publication.

5. Advice

Fifty-two of the respondents considered that the following important points should be taken into consideration when publishing easy-to-read materials for adults. These points are listed according to the frequency of their appearance in replies:

> Knowledge of readers, their needs, interests and reading ability; well-trained teachers familiar with the milieu; simple language, style and presentation; basic surveys before writing texts and evaluation at different stages; relevance of the content to the needs and interests of readers; gearing publication programmes to an educational programme such as a literacy project or Government development project; co-ordination of different stages of production; prior existence of a marketing plan or means of distribution; active participation of readers in the development of materials; that quality should not be sacrified to readability; thatspace should be left for the reader to fill in while reading; that materials prepared by publishers in other countries should be translated and adapted for national and local use; that other publishers' experience should be taken into consideration and that a great deal of patience is required.

APPENDIX A: QUESTIONNAIRE ADDRESSED TO PUBLISHERS OF EASY-TO-READ MATERIALS FOR SEMI-LITERATES AND NEW LITERATES*

A. INSTITUTIONAL INFORMATION

1. Name of organization: _____

_____

2. Mailing address : _____

_____

_____

3. Year established : _____

4. Type of organization: A. Governmental

B. Non-governmental

1) Profit making

2) Non-profit making

If governmental, indicate sponsoring ministry:

_____

If private, indicate type (religious, commercial, foundation, etc.) and sponsoring organization:

_____

_____

_____

_____

---

* *Assuming that new literates and semi-literates have rather equal literacy knowledge, the following two terms are used interchangeably in this questionnaire:*

- *Semi-literates: Those with literacy skills equivalent to less than five years of elementary school - e.g., school drop-outs, new literates.*
- *New literates : Those having recently acquired ability in reading, writing and some calculation and having a literacy skill equivalent to less than five years of elementary school - e.g., graduates of literacy classes.*

5. Source of revenue for book publishing programme for new and semi-literates:

self-supporting ☐ subsidized ☐

In either case, please indicate:

a. Source: _____

_____

b. Percentage of total cost covered by subsidy:

_____

6. What is the amount of money budgeted annually for book production (development and printing) for new-literates ?

_____

Should this information be kept confidential ?

Yes ☐ No ☐

7. What percentage of programme cost is covered by sale of publications to new literates ? _____

8. Do you receive any technical and/or professional assistance (e.g., advisors, experts) from other sources ?

Yes ☐ No ☐

If yes, indicate the type of assistance and the source of assistance:

_____

_____

9. Do you have any association with organizations sponsoring literacy programmes in your country or elsewhere ?

Yes ☐ No ☐

If yes, please indicate the organization and the nature of relationship:

_____

_____

_____

10. Does your organization sponsor/organize libraries or reading rooms ?

Yes ☐ No ☐

If yes, how many people used these facilities in 1973 ?

_____

11. Do you advertise your publications for semi and new literates ?

Yes ☐ No ☐

If yes, how ? _____

_____

B. PRODUCTION OF MATERIALS

1. Which of these categories best describes the purpose of your easy-to-read publication programme ? (If more than one, please rank them in order of importance: 1 - most important; 2 - next important, etc.)

Purpose	Rank
a. Entertainment	
b. Developing reading skills	
c. Encouraging reading as a habit	
d. Development of occupational skills	
e. Family life education	
f. Religious education	
g. Civic education	
h. Expansion of national language	
i. Integration of minority groups into national life	
j. Making profit	
k. Others (please specify)	

2. Indicate the number of titles and the average number of copies you published in the following areas in 1973:

Type	No. of titles	No. of copies
a. Fiction (novels, short stories, etc.)		
b. Popular articles		
c. General information		
d. Occupational skills		
e. Family life education		
f. Community education		
g. Religious education		
h. Others (please specify type(s))		

3. Are there special criteria for determining the subject and content of the reading materials ?

Yes ☐ No ☐

If yes, please specify the criteria: _____

_____

_____

4. Are there standards for accepting manuscripts for publication as easy-to-read materials ?

Yes ☐ No ☐

If yes, please specify the standards: _____

_____

_____

5. Do you publish books using a basic vocabulary ?

Yes ☐ No ☐

If yes, how many words are included in the basic vocabulary ?

_____

6. Do you publish simplified versions of popular novels, short stories, articles etc. ?

Yes ☐ No ☐

If yes, please indicate a few titles and briefly describe their content (Example : *Red in the morning*, by Donford Yates - a thriller of chase and escape, during the hero's holiday in France): _____

7. Are any of your publications for new literates based on the oral traditions (folklore, etc.) of your country ?

Yes ☐ No ☐

If yes, what is your procedure for collecting and transcribing these traditions for your readers ? _____

8. In what languages are the materials published ? _____

9. What is the reading level of the materials you published in 1973 (in relation to primary school grades) ?

Level	No. of titles of this level published
Grade 1 - 2	_____
Grade 3 - 4	_____
Grade 5 - 6	_____

10. Indicate the type of easy-to-read materials you published in 1973, the number of titles or issues and the average number of copies:

Type		No. of Issues or Titles in 1973	Average No, of copies per issue/ per title	Average No. of pages per issue/ per title
Books				
Pamphlets				
Newspaper	*1			
	*2			
Magazines	*1			
	*2			
Others (please specify)				

* *If more than two, please provide the relevant information in the space below :*

11. Are manuscripts for publication:

a. solicited publically ☐
b. requested individually ☐
c. bought ☐
d. volunteered ☐
e. others (please specify) ☐

_____

_____

12. Are research studies made for the preparation of your reading materials ?

Yes ☐ No ☐

If yes, what type(s)

a. Study and measurement of reader interest ☐
b. Study and measurement of reading ability ☐
c. Study of preference for particular types of illustrations ☐
d. Word count of commonly used words ☐
e. Grading of grammatical structures ☐
f. Sociolinguistic studies (please specify) ☐

_____

_____

g. Others (please specify) _____

_____

_____

13. Who are the writers of your materials ?

a. Staff ☐
b. University/College professors ☐
c. Professional writers ☐
d. School teachers ☐
e. New literates ☐
f. Others (please specify) _____

_____

_____

14. Are your writers trained to prepare materials for new literates ?

Yes ☐ No ☐

If yes, please explain type and extent of training: _____

_____

_____

_____

_____

_____

15. Have you sponsored any programme(s) to train writers in the development of materials for new-literates ?

Yes ☐ No ☐

If yes, what type ?

a. Special courses ☐

b. Seminars or conferences ☐

c. Written guides ☐

d. Others (please specify) _____

_____

_____

16. What is the most popular title or series among your publications ?

_____

_____

How do you explain its popularity ? _____

_____

_____

Please indicate the following:

a. Subject (content) of the publication _____

_____

b. Number of pages _____

c. Estimated number of readers _____

d. Price (if sold) _____

17. Are the illustrations:

Black & white ☐ Coloured ☐ Both ☐

18. What size of print is used ? (In comparison with print used for literate people)

Ordinary print ☐ larger print ☐

19. Do you print your own materials ?

Yes ☐ No ☐

If no, by whom are the materials printed ? _____

_____

_____

_____

C. DISTRIBUTION OF MATERIALS

1. How are your publications distributed ?

a. Through teachers ☐
b. Through literacy projects ☐
c. Through agents ☐
d. Through booksellers ☐
e. Through libraries ☐
f. Through mobile libraries ☐
g. Through mail ☐
h. Others (please specify) _____

_____

_____

2. Are your publications distributed:

Locally ☐ Nationally ☐ Internationally ☐

3. What percentage of your materials are:

sold ☐ given free ☐ loaned ☐

If sold, is it:

at a loss ☐ at cost ☐ at a profit ☐

4. What kind(s) of distribution problems do you encounter ?

_____

_____

_____

_____

_____

D. READER PROFILE

If estimates are used in answering the following questions, please indicate so.

1. Who are the readers of your publications ? (If more than one group, please indicate the percentage)

   a. Students of literacy classes ☐
   b. Graduates of literacy classes ☐
   c. School drop outs ☐
   d. Linguistic minorities ☐
   e. Migrants or immigrants ☐
   f. Regular students ☐
   g. Others (please specify) _____

   _____

   _____

   _____

   _____

2. What percentage of your readers are:

   Men ☐ Women ☐ Not known ☐

3. What percentage of your readers live in:

   Rural areas ☐ Urban areas ☐ Not known ☐

4. What percentage are in the following groups:

   Under 15 ☐ 15 - 20 ☐ Over 20 ☐

   Not known ☐

5. Does your experience show that when new-literates pay for materials, they take better care of them ?

   Yes ☐ No ☐

   Comments: _____

   _____

   _____

   _____

6. How do you evaluate the need for easy to read materials among semi and new literates in your country ?

   a. Great ☐
   b. Moderate ☐
   c. Low ☐
   d. Very low ☐

   Comments: _____

   _____

   _____

   _____

7. How do you evaluate the demand for easy-to-read materials among semi and new literates in your country ?

a. Great ☐
b. Moderate ☐
c. Low ☐
d. Very low ☐

Comments: _____

_____

_____

_____

8. To what extent does your experience show that the following factors have a positive influence on the new literates choice of reading materials ?

	Great	Moderate	Low
a. Use of illustrations	☐	☐	☐
b. Size of illustrations	☐	☐	☐
c. Use of colour	☐	☐	☐
d. Use of large print	☐	☐	☐
e. Content	☐	☐	☐

f. Others (please specify) _____

_____

_____

Comments: _____

_____

_____

_____

E. MISCELLANEOUS

1. What procedure, if any, do you use in evaluating your easy-to-read materials and the function they serve ? _____

2. What are your main problems as a publisher of easy-to-read materials ?

3. What advice would you give to people undertaking a publishing programme for new literates ? _____

4. Could a commercial publisher of books for new literates make a profit in your country ?

Yes ☐ No ☐

Are there any ?

Yes ☐ No ☐

If yes, please indicate name(s) and address(es):

5. What other organizations in your country prepare easy to read materials ? Please indicate their names and addresses below:

6. Please suggest any additional questions which should have been included in this questionnaire:

7. Additional comments:

Directory of Publishers of

Easy-to-Read Materials

Code: AFC 1

Country: People's Republic of the Congo

1. Name of Publisher : Direction de l'Education Permanente et de l'Alphabétisation (DEPA)
2. Address : P.O. Box 661, Brazzaville
3. Year Established : 1965
4. Type of Organization : Governmental, non-profit making, affiliated to the Ministry of Primary & Secondary Education
5. Objectives : Development of occupational skills; Encouraging reading as a habit; Developing reading skills
6. Languages of Publication : French, Lingala, Monokoutouba
7. Readers : Students and graduates of literacy classes and school drop-outs
8. Authors : Staff and new literates
9. Distribution Mechanisms : Literacy projects and mobile libraries
10. Other Activities : Organizing mobile libraries in different districts and regions; Organizing seminars and conferences to train writers of reading material
11. Type of Publications : Books, pamphlets, magazines

Code: AFG 2

Country: Gabon

1. Name of Publisher : Direction de l'Education Populaire

2. Address : P.O. Box 334, Libreville

3. Year Established : 1962

4. Type of Organization : Governmental, non-profit making affiliated to the Secretariat of the Presidency

5. Objectives : Development of occupational skills; Developing reading skills and habit

6. Languages of Publication : French

7. Readers : Students and graduates of literacy classes, school drop-outs and regular students

8. Authors : Staff, university professors, teachers

9. Distribution Mechanisms : Teachers, literacy projects, agents, libraries, mail

10. Other Activities : Organizing reading rooms and libraries; Organizing special courses for training writers

11. Type of Publications : Pamphlets, newspapers

Code: AFG 3

Country: Ghana

1.	Name of Publisher	:	Ghana Labour College (T.U.C.)
2.	Address	:	P.O. Box 701, Accra
3.	Year Established	:	1967
4.	Type of Organization	:	Non-governmental, non-profit making, affiliated to the Trades Union Congress of Ghana
5.	Objectives	:	Developing reading skills; Encouraging reading as a habit; Development of occupational skills
6.	Languages of Publication	:	English
7.	Readers	:	Students in literacy classes, mainly men in urban areas
8.	Authors	:	Staff and volunteers
9.	Distribution Mechanisms	:	Teachers, literacy projects, agents, mail
10.	Other Activities	:	Organizing reading rooms and libraries
11.	Type of Publications	:	Books

Code: AFI 4

Country: Ivory Coast

1. Name of Publisher : Institut Africain pour le Développement Economique et Social (INADES)
2. Address : P.O. Box 8008, Abidjan
3. Year Established : 1962
4. Type of Organization : Non-governmental, non-profit making
5. Objectives : Developing occupational skills; Family life education; Civic education
6. Languages of Publication : French, English, Arabic, Amharic, Moore, Hindi Kirundi, Lingala, Malgache, Indonesian, Portuguese
7. Readers : Adults in rural areas
8. Authors : Staff
9. Distribution Mechanisms : Agents, mail
10. Other Activities :
11. Type of Publications : Books, pamphlets

Code: AFK 5

Country: Kenya

1.	Name of Publisher	:	African Social Studies Programme
2.	Address	:	P.O. Box 44777, Nairobi
3.	Year Established	:	1969
4.	Type of Organization	:	Governmental, sponsored by Ministry of Education
5.	Objectives	:	Developing reading skills; Developing occupational skills; Encouraging reading as a habit
6.	Languages of Publication	:	English
7.	Readers	:	Regular students
8.	Authors	:	University professor, teachers
9.	Distribution Mechanisms	:	The Ministry of Education
10.	Other Activities	:	Organizing international writers' training workshops; Preparing guides on how to write for semi-literates; Organizing libraries and reading rooms
11.	Type of Publications	:	Books

Code: AFK 6

Country: Kenya

1. Name of Publisher : Division of Adult Education, Ministry of Housing, Department of Social Services
2. Address : P.O. Box 30276, Nairobi
3. Year Established : 1967
4. Type of Organization : Governmental, under the aegis of the Ministry of Housing and Social Services
5. Objectives : Developing occupational skills; Expansion of national language
6. Languages of Publication : Kiswahili
7. Readers : Students of literacy classes
8. Authors : Staff
9. Distribution Mechanisms : Teachers
10. Other Activities : Organizing seminars and conferences to train writers
11. Type of Publications : Books, pamphlets

Code: AFM 7

Country: Mali

1. Name of Publisher : Service de l'Alphabétisation Fonctionnelle

2. Address : P.O. Box 62,
Bamako

3. Year Established : 1967

4. Type of Organization : Governmental, under the sponsorship of the Ministry of Higher Education & Scientific Research

5. Objectives : Developing occupational skills; Health education; Civic education; Development of reading skills

6. Languages of Publication : Bambara, Peul

7. Readers : Students and graduates of literacy classes in rural areas

8. Authors : Staff

9. Distribution Mechanisms : Literacy projects

10. Other Activities : Organizing reading rooms and libraries; Organizing special courses to train literacy workers

11. Type of Publications : Pamphlets

Code: AFN 8

Country: Nigeria

1. Name of Publisher : Adult Education Department, Nigerian Baptist Convention
2. Address : P.O. Box 315, Zaria
3. Year Established : 1958
4. Type of Organization : Non-governmental, non-profit making, religious
5. Objectives : Developing reading skills; Religious education; Family life education
6. Languages of Publication : English, Hausa, Yoruba, Igbo, Batonu, Tiv
7. Readers : Students and graduates of literacy classes and school drop-outs
8. Authors : Staff
9. Distribution Mechanisms : Teachers, literacy projects, booksellers, mail
10. Other Activities :
11. Type of Publications : Books

Code: AFN 9

Country: Nigeria

1. Name of Publisher : Adult Education Division

2. Address : Permanent Secretary, Ministry of Social Development, P.O. Box 2129, Lugard Hall, Kaduna

3. Year Established : 1948

4. Type of Organization : Governmental, under the aegis of the Ministry of Social Development

5. Objectives : Developing reading-skills; Encouraging reading as a habit; Development of occupational skills

6. Languages of Publication : Hausa

7. Readers : Students and graduates of literacy classes

8. Authors : Staff and professional writers

9. Distribution Mechanisms : Literacy projects, booksellers, mail

10. Other Activities : Organizing reading rooms: Organizing seminars on how to prepare functional literacy materials

11. Type of Publications : Booklets, posters

Code: AFN 10

Country: Nigeria

1.	Name of Publisher	:	EKAN Publications
2.	Address	:	P.O. Box 643, Jos, Benue Plateau State
3.	Year Established	:	1973
4.	Type of Organization	:	Non-governmental, non-profit making, religious
5.	Objectives	:	Developing reading skills; Encouraging reading as a habit; Developing occupational skills
6.	Languages of Publication	:	Hausa mainly, some English and Yoruba
7.	Readers	:	Students and graduates of literacy classes
8.	Authors	:	Staff
9.	Distribution Mechanisms	:	Teachers, literacy projects, booksellers
10.	Other Activities	:	Organizing special courses to train writers; Developing guides for writing easy-to-read materials
11.	Type of Publications	:	Books

Code: AFN 11

Country: Nigeria

1. Name of Publisher : Institute of Linguistics

2. Address : P.O. Box 790, Jos, Benue Plateau State

3. Year Established : 1963

4. Type of Organization : Non-governmental, non-profit making, a branch of the Summer Institute of Linguistics

5. Objectives : Developing reading skills; Encouraging reading as a habit; Religious education

6. Languages of Publication : Yakurr, Igbira, Izi, Bekwarra, Mambila and some other indigenous languages of Nigeria

7. Readers : Students and graduates of literacy classes, school drop-outs and linguistic minorities in rural areas

8. Authors : Staff, school teachers and new literates

9. Distribution Mechanisms : Teachers, literacy projects and booksellers

10. Other Activities : Special courses to train writers of materials; Translation of easy-to-read materials into different indigenous languages

11. Type of Publications : Booklets and pamphlets

Code: AFS 13

Country: Senegal

1. Name of Publisher : Centre d'Etudes des Civilisations

2. Address : P.O. Box 4001, Dakar

3. Year Established : 1972

4. Type of Organization : Governmental, non-profit making, associated with the Ministry of Culture

5. Objectives : Expansion of national language; Encouraging reading as a habit; Developing reading skills

6. Languages of Publication : Ouolof, Diola, Peul, Soninké

7. Readers : Students of literacy classes

8. Authors : Staff, university professors and professional writers

9. Distribution Mechanisms : Teachers, literacy projects, agents, libraries

10. Other Activities : Organization of training courses and seminars for writers of easy-to-read materials

11. Type of Publications : Pamphlets, newspapers and magazines

Code: AFT 15

Country: Tanzania

1. Name of Publisher : Adult Education Division, Ministry of National Education,
2. Address : P.O. Box 9121, Dar es Salaam
3. Year Established : 1970
4. Type of Organization : Governmental, under the aegis of the Ministry of National Education
5. Objectives : Developing occupational skills; Expansion of national language; Developing reading skills
6. Languages of Publication : Swahili
7. Readers : Students and graduates of literacy classes
8. Authors : School teachers
9. Distribution Mechanisms : Literacy projects, regional education authorities
10. Other Activities : Organizing reading rooms and libraries; Organization of writers' workshops
11. Type of Publications : Books

Code: AFU 16

Country: Upper Volta

1. Name of Publisher : Savoir et Développement

2. Address : P.O. Box 466, Ouagadougou

3. Year Established : 1974

4. Type of Organization : Non-government, non-profit making under the aegis of the Ministry of National Education

5. Objectives : Developing occupational skills: Developing reading skills; Encouraging reading as a habit

6. Languages of Publication : Moore, Jula, Gurmantche, Kassem, Bwamo, Fufulde

7. Readers : Students and graduates of literacy classes, mainly men in rural areas

8. Authors : Staff, university professor, new literates, teachers of literacy classes

9. Distribution Mechanisms : Literacy projects, teachers

10. Other Activities : Organizing literacy programmes

11. Type of Publications : Traditional stories in book form

Code: AFZ 17

Country: Zambia

1. Name of Publisher : Community Development Department

2. Address : P.O. Box 1958,
Lusaka

3. Year Established : 1962

4. Type of Organization : Governmental, non-profit maiking, at present under the aegis of the Ministry of Labour and Social Services

5. Objectives : Developing occupational skills; Health education; Entertainment

6. Languages of Publication : Seven recognized Zambian languages

7. Readers : Students and graduates of literacy classes

8. Authors : Staff

9. Distribution Mechanisms : Civil servants of the Department at provincial, district and village level

10. Other Activities : Libraries

11. Type of Publications : Books

Code: ARA 18

Country: Algeria

1. Name of Publisher : Centre National d'Alphabétisation

2. Address : P.O. Box 722, R.P.,
Alger

3. Year Established : 1964

4. Type of Organization : Governmental, non-profit making

5. Objectives : Expansion of national language; Social and economic development; Development of occupational skills

6. Languages of Publication : Arabic

7. Readers : Students and graduates of literacy classes

8. Authors : Staff

9. Distribution Mechanisms : Teachers, literacy projects

10. Other Activities :

11. Type of Publications : Books, pamphlets, newspapers

Code: ARE 19

Country: Egypt

1. Name of Publisher : Arab Regional Literacy Organization (ARLO)

2. Address : 1 Shihab Street, Dokki-Giza

3. Year Established : 1966

4. Type of Organization : Non-governmental, non-profit making

5. Objectives : Civic education; Development of reading skills; Encouraging reading as a habit

6. Languages of Publication : Arabic

7. Readers : Graduates of literacy classes

8. Authors : Staff, university professors, professional writers, school teachers

9. Distribution Mechanisms : Teachers, literacy projects, libraries, mail

10. Other Activities : Organization of special courses, seminars or conferences for writers of easy-to-read materials; Preparation of written guides for teachers

11. Type of Publications :

Code: ARL 20

Country: Lebanon

1. Name of Publisher : Artshop

2. Address : P.O. Box 3364, Beirut

3. Year Established : 1971

4. Type of Organization : Non-governmental, profit making

5. Objectives : Developing reading skills; Encouraging reading as a habit; Expansion of national language

6. Languages of Publication : Arabic

7. Readers : Students and graduates of literacy classes, regular students

8. Authors : Staff, professional writers

9. Distribution Mechanisms : Agents, booksellers, libraries, mail

10. Other Activities :

11. Type of Publications : Books, newspapers

Code: ARQ 21

Country: Qatar

1. Name of Publisher : Ministy of Education

2. Address : P.O. Box 80,
Doha

3. Year Established :

4. Type of Organization : Governmental, non-profit making

5. Objectives :

6. Languages of Publication : Arabic

7. Readers : Students of literacy classes

8. Authors : Staff, school teachers

9. Distribution Mechanisms : Teachers, literacy projects

10. Other Activities : Organization of reading rooms and libraries for readers

11. Type of Publications : Books

Code: ARS 22

Country: Sudan

1. Name of Publisher : Department of Adult Education, Ministry of Education,
2. Address : P.O. Box 2588, Khartoum
3. Year Established :
4. Type of Organization : Governmental
5. Objectives : Developing reading skills; Development of occupational skills; Encouraging reading as a habit
6. Languages of Publication : Arabic
7. Readers :
8. Authors : Staff, professional writers
9. Distribution Mechanisms : Teachers, literacy project, booksellers, mobile libraries
10. Other Activities : Preparation of written guides for teachers
11. Type of Publications : Pamphlets, newspapers, magazines

Code: ART 23

Country: Tunisia

1. Name of Publisher : Department of Social Development of the Ministry of Social Affairs
2. Address : Ministry of Social Affairs, Tunis
3. Year Established : 1973
4. Type of Organization : Governmental, non-profit making
5. Objectives : Developing reading skills; Encouraging reading as a habit; Civic education
6. Languages of Publication : Arabic
7. Readers : Students and graduates of literacy classes, school drop-outs, migrants or immigrants
8. Authors : Staff, new literates
9. Distribution Mechanisms : Teachers, literacy projects, agents, libraries, mobile libraries, mail
10. Other Activities : Organization of special courses, seminars or conferences for writers of easy-to-read materials; Preparation of written guides for teachers
11. Type of Publications :

Code: ARU 24

Country: United Arab Emirates

1. Name of Publisher : Adult Education Department, Ministry of Education
2. Address : P.O. Box 290, Ministry of Education, Abu-Dhabi
3. Year Established :
4. Type of Organization : Governmental, non-profit making
5. Objectives : Developing reading skills; Encouraging reading as a habit; Expansion of national language
6. Languages of Publication : Arabic
7. Readers : Students and graduates of literacy classes
8. Authors : Staff
9. Distribution Mechanisms : Literacy projects
10. Other Activities :
11. Type of Publications :

Code: ASA 25

Country: Australia

1. Name of Publisher : Bible Society in Australia

2. Address : P.O. Box 507,
Canberra City, ACT 2601

3. Year Established : 1961

4. Type of Organization : Non-governmental, religious

5. Objectives : Religious education; Developing reading skills; Encouraging reading as a habit

6. Languages of Publication : English, Gupapuynu, Gumatj, Maung, Anindilya-Kwa, Ngaanyatjarra, Walmatjari, Thaayorre, Gunwinggu

7. Readers : Students and graduates of literacy classes, school drop-outs, regular students

8. Authors : School teachers, linguists, trained translators

9. Distribution Mechanisms : Teachers, literacy projects

10. Other Activities : Organization of seminars and conferences; Preparation of written guides for teachers

11. Type of Publications : Books, pamphlets

Code: ASA 26

Country: Australia

1. Name of Publisher : Community Resource Centre, Church Missionary Society

2. Address : Gurugu Community Bag Service No. 1, Darwin 5791

3. Year Established : 1975

4. Type of Organization : Non-governmental, non-profit making, religious, under the sponsorship of the Church Missionary Society of Australia

5. Objectives : Religious education; Encouraging reading as a habit; Developing reading skills

6. Languages of Publication : Anindilyakwa

7. Readers : Students and graduates of literacy classes

8. Authors : Staff, new literates, illiterates (oral production)

9. Distribution Mechanisms : Teachers, literacy projects, booksellers, libraries

10. Other Activities :

11. Type of Publications : Primers, supplementary materials

Code: ASA 27

Country: Australia

1. Name of Publisher : Mission Publications of Australia

2. Address : P.O. Box 21,
Lawson, NSW 2783

3. Year Established : 1961

4. Type of Organization : Non-governmental, non-profit making, religious (United Aborigines Mission and Aborigines Inland Mission)

5. Objectives : Religious education; Development of occupational skills; Family life education

6. Languages of Publication : English and Aboriginal languages

7. Readers : Aborigines

8. Authors : Staff, school teachers, Aborigines

9. Distribution Mechanisms : Mail, missionaries

10. Other Activities :

11. Type of Publications : Pamphlets, magazines

Code: ASA 28

Country: Australia

1. Name of Publisher : Summer Institute of Linguistics

2. Address : P.O. Berrimah, Darwin, NT 5788

3. Year Established : 1969

4. Type of Organization : Non-governmental, non-profit making, religious

5. Objectives : Developing reading skills; Encouraging reading as a habit; Religious education

6. Languages of Publication : Pintupi, Walmatjari, Gugu, Yalanji, Ngaanyatjarra, Gumatj, Maung, Wik-Munkan

7. Readers : Students and graduates of literacy classes, linguistic minorities

8. Authors : Staff, new literates

9. Distribution Mechanisms : Literacy projects

10. Other Activities : Organization of special courses, seminars or conferences for writers of easy-to-read materials; Preparation of written guides for teachers

11. Type of Publications : Primers, short stories, religious tracts

Code: ASA 29

Country: Australia

1. Name of Publisher : UAM Language Department

2. Address : 153 Varden Street, Kalgoorlie, WA 6430

3. Year Established : 1957

4. Type of Organization : Non-governmental, non-profit making, religious (United Aborigines Mission)

5. Objectives : Developing reading skills; Encouraging reading as a habit; Religious education

6. Languages of Publication : Ngaanyatjarra

7. Readers : Students and graduates of literacy classes, linguistic minorities

8. Authors : Staff, new literates

9. Distribution Mechanisms : Literacy projects, mail

10. Other Activities :

11. Type of Publications : Pamphlets, newspapers

Code: ASI 30

Country: India

1. Name of Publisher : Adhunika Vigyana Grandhamala

2. Address : Sriramnagar, Kakinada - 3, Pin-code 533003, District East, Godavari, Andhra Pradesh

3. Year Established :

4. Type of Organization : Commercial

5. Objectives : Science education; Family life education; Civic education

6. Languages of Publication : Telugu

7. Readers : Students and graduates of literacy classes, other new literates

8. Authors : Staff, professional writers, school teachers

9. Distribution Mechanisms : Literacy projects, booksellers, mail

10. Other Activities :

11. Type of Publications : Books on science and topics of current interest

Code: ASI 31

Country: India

1. Name of Publisher : B. B. Lohar and Brothers

2. Address : Punya Niwas, 20, Victoria Falls Road, P.O. & Dist. Darjeeling, West Bengal

3. Year Established : 1967

4. Type of Organization : Non-governmental, profit making

5. Objectives : Family life education; Development of occupational skills; Civic education

6. Languages of Publication :

7. Readers : No specific category

8. Authors : School teachers

9. Distribution Mechanisms : Teachers, booksellers, libraries

10. Other Activities :

11. Type of Publications : Books

Code: ASI 32

Country: India

1. Name of Publisher : Bengal Mass Education Society

2. Address : 99/IF Bidhan Sarani, Calcutta 4

3. Year Established : 1928

4. Type of Organization : Non-governmental, non-profit making

5. Objectives : Developing reading skills; Encouraging reading as a habit; Entertainment

6. Languages of Publication : Bengali, Hindi

7. Readers : Students and graduates of literacy classes, school drop-outs, linguistic minorities, migrants and immigrants

8. Authors : Staff

9. Distribution Mechanisms : Teachers, literacy projects, agents, booksellers, libraries and mobile libraries

10. Other Activities : Organizing special training courses and seminars for writers; Developing written guides for writers of easy-to-read materials

11. Type of Publications : Books

Code: ASI 33

Country: India

1. Name of Publisher : Bengal Social Service League

2. Address : 1/6 Raja Dinendra Street, Calcutte 700 009

3. Year Established : 1961

4. Type of Organization : Non-governmental, voluntary

5. Objectives : Developing reading skills; Encouraging reading as a habit; Developing occupational skills

6. Languages of Publication : Bengali

7. Readers : Students in literacy classes, school drop-outs, linguistic minorities

8. Authors : Staff, professional writers

9. Distribution Mechanisms : Teachers, literacy projects, agents, libraries

10. Other Activities : Organizing reading rooms and libraries; Organizing training courses for writers of materials

11. Type of Publications : Books, newspapers

Code: ASI 34

Country: India

1. Name of Publisher : Bikaner Adult Education Association

2. Address : Sarswati Park, Bikaner

3. Year Established : 1970

4. Type of Organization : Semi-governmental, non-profit making, sponsored by State & Central Government of India

5. Objectives : Developing occupational skills; Family life education; Encouraging reading as a habit

6. Languages of Publication : Rajasthani, Hindi

7. Readers : Students and graduates of literacy classes, mainly in rural areas

8. Authors : Staff, profession writers

9. Distribution Mechanisms : Literacy projects, mail

10. Other Activities : Organizing libraries and reading rooms

11. Type of Publications : Books, newspapers

Code: ASI 35

Country: India

1. Name of Publisher : Bombay City Social Education Committee

2. Address : Samaj Shikshan Mandir, Adarsha Nagar, Worli, Bombay 400 025

3. Year Established :

4. Type of Organization : Non-governmental, non-profit making, autonomous body appointed by the State Government

5. Objectives : Developing reading skills; Encouraging reading as a habit; Retention of literacy

6. Languages of Publication : Marathi, Hindi, Urdu, Gujurati, Telugu

7. Readers : Literacy students and other non-literates

8. Authors : Staff, professional writers, school teachers, new literates

9. Distribution Mechanisms : Teachers, literacy projects, libraries, mobile libraries, mail

10. Other Activities : Organizing libraries and reading rooms; Organizing training programmes for writers

11. Type of Publications : Books, pamphlets

Code: ASI 36

Country: India

1. Name of Publisher : Directorate of Education

2. Address : Old Secretariat, Delhi 7

3. Year Established : 1952

4. Type of Organization : Governmental, Ministry of Education

5. Objectives : Developing reading skills; encouraging reading as a habit; Entertainment

6. Languages of Publication : Hindi

7. Readers : Students of literacy classes, school drop-outs, farmers and non-literate women in rural areas

8. Authors : Staff

9. Distribution Mechanisms : Literacy projects, libraries and Social Education Centres

10. Other Activities : Organizing libraries and reading rooms

11. Type of Publications : Books, magazines

Code: ASI 37

Country: India

1. Name of Publisher : Directorate of Panchayats and Social Welfare
2. Address : 55 New Market, Bhopal (MP)
3. Year Established : 1954
4. Type of Organization : Governmental, under the aegis of the Ministry of Panchayats and Social Welfare
5. Objectives : Expansion of national language; Encouraging reading as a habit; Development of occupational skills
6. Languages of Publication : Hindi
7. Readers : Students of literacy classes
8. Authors : Staff trained by senior officers of the Department
9. Distribution Mechanisms : Village Panchayats of the State
10. Other Activities : Organizing reading rooms and libraries
11. Type of Publications : Pamphlets, wall newspapers

Code: ASI 38

Country: India

1. Name of Publisher : Department of School Education

2. Address : College Road, Madras,
P.C. No. 600 006, Tamil Nadu

3. Year Established :

4. Type of Organization : Governmental, under the aegis of the Ministry of Education

5. Objectives : Developing reading skills; Developing occupational skills

6. Languages of Publication : Tamil

7. Readers : Adult and semi-literates, new readers in rural areas

8. Authors : School teachers

9. Distribution Mechanisms : Literacy projects

10. Other Activities : Organizing training workshops for writers of materials

11. Type of Publications : Pamphlets

Code: ASI 39

Country: India

1. Name of Publisher : Division of Agricultural Extension, Indian Agricultural Research Institute
2. Address : New Delhi 110 012
3. Year Established : 1960
4. Type of Organization : Governmental, under the aegis of the Ministry of Agriculture - Irrigation
5. Objectives : Developing occupational skills; Family life education
6. Languages of Publication : Hindi, English
7. Readers : Farmers and rural extension workers
8. Authors : Staff
9. Distribution Mechanisms : Through the mail, during agricultural shows, when neo-literates come to visit the Institute
10. Other Activities : Organizing special courses to train writers of materials
11. Type of Publications : Pamphlets, brochures

Code: ASI 40

Country: India

1.	Name of Publisher	:	Gujurat State Social Education Committee, Surat
2.	Address	:	Kanzibhai Desai Samaj, Shikshan Bhavan, opposite Museum, Chau Surat
3.	Year Established	:	1946
4.	Type of Organization	:	Semi-governmental, non-profit making, sponsored by Gujarat State
5.	Objectives	:	Developing education skills; Developing reading skills; Encouraging reading as a habit
6.	Languages of Publication	:	Gujarati
7.	Readers	:	Students of literacy classes, school drop-outs and general rural public
8.	Authors	:	Professional writers, school teachers
9.	Distribution Mechanisms	:	Booksellers, mobile libraries, mail, Panchayat Education Committees of all the districts in Gujarat State
10.	Other Activities	:	Organizing reading rooms; Organizing writers' workshops
11.	Type of Publications	:	Books, magazines

Code: ASI 41

Country: India

1. Name of Publisher : Jana Siksha Prochar-Kendra

2. Address : 57-B, College Street, Calcutta 12

3. Year Established : 1969

4. Type of Organization : Non-governmental, non-profit making, philanthropic

5. Objectives : Developing reading skills; Family life education; Civic education

6. Languages of Publication : Bengali, Hindi, Sinthali, Nepali

7. Readers : Students and graduates of literacy classes, school drop-outs, linguistic minorities, regular students

8. Authors : University professors, professional writers, school teachers

9. Distribution Mechanisms : Teachers, literacy projects, booksellers, libraries, agents, mobile libraries

10. Other Activities : Organizing reading rooms and libraries; Organizing group discussions to train writers of easy-to-read materials

11. Type of Publications : Books

Code:

Country: India

1. Name of Publisher : Keetab Dan

2. Address : B 214 River Bank Colony
Lucknow

3. Year Established : 1976

4. Type of Organization : Non-governmental

5. Objectives : Developing reading skills; Encouraging reading as a habit; Family life education

6. Languages of Publication : Hindi, Urdu

7. Readers : Students and graduates of literacy classes, school drop-outs, linguistic minorities, migrants or immigrants, regular students in schools and colleges, Government officials **

8. Authors : Staff, professional writers

9. Distribution Mechanisms : Teachers, literacy projects, agents, booksellers, mail

10. Other Activities :

11. Type of Publications : Books, pamphlets, newspapers, magazines

* Not received in time for inclusion in the report.

** Readers continued: and other persons who wish to stury Urdu or Hindi as second languages.

Code: ASI 42

Country: India

1. Name of Publisher : Kerala Grandhasala Sangham

2. Address : P.O. Box 279,
Trivandrum - 1

3. Year Established : 1945

4. Type of Organization : Non-profit making, aided by the Government

5. Objectives : Developing reading skills; Encouraging reading as a habit; Entertainment

6. Languages of Publication : Malayalam

7. Readers : Students and graduates of literacy classes, school drop-outs and linguistic minorities

8. Authors : University professors, professional writers, school teachers

9. Distribution Mechanisms : Libraries, mobile libraries, mail

10. Other Activities : Organizing reading rooms and libraries; Organizing writers' workshops

11. Type of Publications : Books, pamphlets, magazines, newspapers

Code: ASI 43

Country: India

1. Name of Publisher : Literacy House

2. Address : Andhra Mahila Sabha College Campus, University Road, Hyderabad 500 007

3. Year Established : 1972

4. Type of Organization : A unit of Andhra Mahila Sabha, a voluntary social service

5. Objectives : Developing reading skills; Developing occupational skills; Family life education

6. Languages of Publication : Telugu

7. Readers : Students and graduates of literacy classes in rural areas

8. Authors : Those interested in writing for neo-literates after receiving orientation

9. Distribution Mechanisms :

10. Other Activities : Organizing writers' workshops

11. Type of Publications : Books

Code: ASI 44

Country: India

1. Name of Publisher : Literacy House

2. Address : P.O. Alambagh, Lucknow - 226 005, U.P.

3. Year Established : 1953

4. Type of Organization : Voluntary, managed by India Literacy Board, supported by Indian and bilateral organizations

5. Objectives : Developing reading skills; Family life education; Development of occupational skills

6. Languages of Publication : Mainly Hindi, with some publications in other regional languages; reference materials in English

7. Readers : Students and graduates of literacy classes

8. Authors : Staff, professional writers

9. Distribution Mechanisms : Literacy projects, booksellers, libraries, mobile libraries

10. Other Activities : Organizing libraries and reading rooms; Organizing special training courses and conferences for writers; Developing guides on how to write easy readers

11. Type of Publications : Books, pamphlets, magazines, posters, kits

Code: ASI 45

Country: India

1. Name of Publisher : Lok Shiksan Vibhag

2. Address : Rajasthan Vidyapeeth Pratapnagar, Udaipur

3. Year Established :

4. Type of Organization : Non-governmental, non-profit making

5. Objectives : Developing reading skills; Encouraging reading as a habit; Developing occupational skills

6. Languages of Publication : Hindi

7. Readers : Graduates of literacy classes, school drop-outs and students, mainly men in rural areas

8. Authors : Staff, university professors

9. Distribution Mechanisms : Literacy projects, mail

10. Other Activities : Organizing reading rooms and libraries

11. Type of Publications : Books, wall newspapers

Code: ASI 46

Country: India

1. Name of Publisher : S. B. Halkatti

2. Address : No. 38 Shikravar Peth, near Venkatesh Temple, Dharwar, Talede District Dharwar, Karnatak State

3. Year Established : 1967

4. Type of Organization : Non-governmental

5. Objectives : Development of occupational skills; Encouraging reading as a habit; Developing reading skills

6. Languages of Publication : Kannada

7. Readers : Students of literacy classes, expectant mothers

8. Authors : School teachers

9. Distribution Mechanisms : Teachers

10. Other Activities : Organizing libraries and reading rooms

11. Type of Publications : Books, pamphlets

Code: ASI 47

Country: India

1. Name of Publisher : Social Education Unit

2. Address : Himachal Pradesh, Simla - 1

3. Year Established : 1961

4. Type of Organization : Governmental, affiliated to the Ministry of Education

5. Objectives : Civic education; Entertainment; Development of occupational skills

6. Languages of Publication : Hindi

7. Readers : Students and graduates of literacy classes, drop-outs, mainly in rural areas

8. Authors : University professors

9. Distribution Mechanisms : Teachers, literacy projects, District Education Officers, Block Education Officers

10. Other Activities : Organizing libraries and reading rooms in villages

11. Type of Publications : Booklets

Code: ASI 48

Country: India

1. Name of Publisher : Sri Ramakrishna Mission, Vidyalaya Teachers' Training College
2. Address : Coimbatore-20, Pin Code 641 020
3. Year Established :
4. Type of Organization : Non-governmental, non-profit making
5. Objectives : Civic education; Family life education; Developing reading skills
6. Languages of Publication : Tamil
7. Readers : Students of literacy classes
8. Authors : School teachers
9. Distribution Mechanisms : Literacy projects, libraries
10. Other Activities :
11. Type of Publications : Books

Code: ASI 49

Country: India

1. Name of Publisher : Tamil Kalai Publication House

2. Address : 18 Ayyavoo Naidu Street, "Tamil Kalai Illan" Sheroynagar, Madras 30

3. Year Established : 1946

4. Type of Organization : *Non-governmental, commercial

5. Objectives : Encouraging reading as a habit; Developing reading skills; Entertainment

6. Languages of Publication : Tamil, English

7. Readers : Students and graduates of literacy classes, linguistic monorities, regular students

8. Authors : University professors, school teachers

9. Distribution Mechanisms : Booksellers, libraries, mail

10. Other Activities : Organizing training seminars and conferences for writers of materials

11. Type of Publications : Books, newspapers, magazines

* The entire project will go to an educational trust called Valliammal Educational Trust, Madras 40

Code: ASI 50

Country: Iran

1. Name of Publisher : Department for Preparation of Materials, National Committee for Wolrd Literacy Programme

2. Address : Avenue Sanai, 5th Street, no. 21, Tehran
1977 Note: now affiliated with National Centre for Adult Education and Training

3. Year Established : 1966

4. Type of Organization : Governmental, National Committee for World Literacy Programme

5. Objectives : Encouraging reading as a habit; Expansion of national language; Entertainment

6. Languages of Publication : Persian

7. Readers : Students and graduates of literacy classes

8. Authors : Staff, new literates, university professors

9. Distribution Mechanisms : Literacy teachers, literacy projects, book-sellers, libraries, mobile libraries, mail

10. Other Activities : Preparation of written guides for materials writers

11. Type of Publications : Books, newspapers

Code: ASI 51

Country: Iran

1.	Name of Publisher	:	Industrial Training Board (I.T.B.)
2.	Address	:	Takhte Jamshid, Sepahbod Zahedi Corner, Tehran
3.	Year Established	:	1971
4.	Type of Organization	:	Governmental, under the aegis of the Ministry of Labour and Social Affairs
5.	Objectives	:	Development of occupational skills needed for industrial services; Improving workers' socio-economic conditions
6.	Languages of Publication	:	Persian
7.	Readers	:	Unskilled youths, labourers entering industry
8.	Authors	:	Professional writers, assisted by subject matter specialists
9.	Distribution Mechanisms	:	Industrial sector, teachers
10.	Other Activities	:	
11.	Type of Publications	:	Books, pamphlets

Code: ASI 52

Country: Israel

1. Name of Publisher : Department of Adult Education, Ministry of Education and Culture
2. Address : 19 Jaffa Road, Jerusalem
3. Year Established : 1948
4. Type of Organization : Governmental
5. Objectives : Encouraging reading as a habit; Developing reading skills; Civic education
6. Languages of Publication : Hebrew
7. Readers : Students and graduates of literacy classes, school drop-outs and regular students
8. Authors : Staff, school teachers, new literates
9. Distribution Mechanisms : Teachers, literacy projects, booksellers, mail
10. Other Activities :
11. Type of Publications : Weekly magazines

Code: ASL 53

Country: Laos

1. Name of Publisher : Direction de l'Enseignement Primaire et de l'Education des Adults, Ministère de l'Education

2. Address : Ministère de l'Education, Vientiane

3. Year Established : 1971

4. Type of Organization : Governmental, under the aegis of the Ministry of Education

5. Objectives : Development of occupational skills; Expansion of national language; Civic education

6. Languages of Publication : Lao

7. Readers : Students and graduates of literacy classes, school drop-outs

8. Authors : Staff

9. Distribution Mechanisms : Teachers, literacy projects, libraries, mobile libraries

10. Other Activities : Organizes libraries and reading rooms

11. Type of Publications : Books, pamphlets

Code: ASN 54

Country: Nepali

1. Name of Publisher : Nepal Women's Organization

2. Address : M. House, Ram Shah Path, Kathmandu

3. Year Established : 1962

4. Type of Organization : Non-governmental, non-profit making

5. Objectives : Encouraging reading as a habit; Religious education; Entertainment

6. Languages of Publication : Nepali

7. Readers : Students of literacy classes, school drop-outs

8. Authors : Professional writers, school teachers

9. Distribution Mechanisms : Literacy projects

10. Other Activities :

11. Type of Publications : Books, magazines

Code: ASN 55

Country: Nepal

1. Name of Publisher : Summer Institute of Linguistics (Nepal-India branch)
2. Address : P.O. Box 115, Kathmandu
3. Year Established : 1973
4. Type of Organization : Non-governmental, non-profit making
5. Objectives : Developing reading skills; Encouraging reading as a habit; Expansion of national languages
6. Languages of Publication : Sunwar, Chepang, Kagate, Khulunge-Rai, Darai, Jirel, Ghale, Halbi; in preparation Gurung, Tamang
7. Readers : Linguistic minorities and people interested in learning to read in their own or in a major language
8. Authors : Speakers of the minority languages who have had sufficient education to be able to read and write
9. Distribution Mechanisms : At present all materials are distributed by the S.I.L. linguist responsible for their preparation (material is still at trial stage only)
10. Other Activities : Organization of special courses for writers of easy-to-read materials
11. Type of Publications : Books, pamphlets (all were in trial stages at time of response)

Code: ASP 56

Country: Pakistan

1. Name of Publisher : Adult Basic Education Society, Nirali Kitaben (Distinctive Publications) Publishing House

2. Address : P.O. Box 18, Gujranwala
592 Shadman Colony, Lahore

3. Year Established : 1972

4. Type of Organization : Non-governmental, non-profit making

5. Objectives : Family life education; Encouraging reading as a habit; Developing reading skills

6. Languages of Publication : Urdu, with a few publications in English.

7. Readers : Students and graduates of literacy classes, school drop-outs, regular students

8. Authors : Staff, professional writers, school teachers, content experts, some translators, other literacy professionals

9. Distribution Mechanisms : Teachers, literacy projects, booksellers, hospitals, clinics, other literacy agencies, other social welfare organizations.

10. Other Activities : Organization of seminars or conferences for writers of easy-to-read materials; Preparation of written guides for teachers

11. Type of Publications : Books, pamphlets

Code: ASP 57

Country: Pakistan

1. Name of Publisher : All-Pakistan Women's Association

2. Address : APWA National Headquarters, 67-B Garden Road, Karachi 3

3. Year Established : 1949

4. Type of Organization : Non-governmental

5. Objectives : Developing reading skills; Family life education; Development of occupational skills

6. Languages of Publication : Urdu, Sindhi, Pushto, Baluchi, English

7. Readers : Students and graduates of literacy classes, school drop-outs, linguistic minorities, migrants or immigrants, regular students

8. Authors : Staff, professional writers, school teachers, new literates

9. Distribution Mechanisms : Teachers, literacy projects, libraries, mobile libraries

10. Other Activities : Organization of special courses or seminars for writers of easy-to-read materials

11. Type of Publications : Books, pamphlets, newspapers

Code: ASP 58

Country: Pakistan

1. Name of Publisher : Local Government Training Institute

2. Address : Lalamusa

3. Year Established : 1957

4. Type of Organization : Governmental, Government of Punjab

5. Objectives : Developing reading skills; Encouraging reading as a habit; Development of occupational skills

6. Languages of Publication : Urdu

7. Readers : Graduates of literacy classes

8. Authors : Staff

9. Distribution Mechanisms : Literacy projects

10. Other Activities :

11. Type of Publications : Books, popular articles

Code: ASP 59

Country: Pakistan

1. Name of Publisher : University of Agriculture, Lyallpur

2. Address : Division of Education and Extension, University of Agriculture, Lyallpur

3. Year Established : 1964

4. Type of Organization : Governmental, Ministry of Education

5. Objectives : Development of occupational skills; Encouraging reading as a habit; Developing reading skills

6. Languages of Publication : Urdu

7. Readers : Students and graduates of literacy classes, literate farmers, home-makers

8. Authors : University professors

9. Distribution Mechanisms : Literacy projects, mail

10. Other Activities : Organization of seminars or conferences for writers of easy-to-read materials

11. Type of Publications : Pamphlets

Code: ASP 60

Country: Philippines

1. Name of Publisher : Philippine Book Company

2. Address : 851 Oroquieta Street, Manila

3. Year Established : 1946

4. Type of Organization : Non-governmental, commercial

5. Objectives : Entertainment; Developing reading skills; Encouraging reading as a habit

6. Languages of Publication : English, Filipino and vernacular

7. Readers : Students of literacy classes, regular students

8. Authors : Staff, university professors, professional writers, school teachers

9. Distribution Mechanisms : Teachers, literacy projects, agents, booksellers, libraries, mail

10. Other Activities : Organizing special courses and seminars for writers of materials; Preparing written guides for teachers; Organizing book exhibits

11. Type of Publications : Magazines, books, pamphlets

Code:

Country: Thailand

1. Name of Publisher : Ministry of Education (Division of Adult Education

2. Address : Division of Adult Education, Ministry of Education, Bangkok

3. Year Established : 1970

4. Type of Organization : Governmental

5. Objectives : Health; Economic responsibility; Civic responsibilit; Retention of reading skills

6. Languages of Publication : Thai

7. Readers : New literates and other adults

8. Authors : Various professional authos in various fields

9. Distribution Mechanisms : Mail to provinces, districts and the Village Newspaper Reading Centres

10. Other Activities : Village Newspaper Reading Centres; workshops; Functional literacy; Library; Organizing interest groups; Continuing education; Mobile trade training school

11. Type of Publications :

* Not received in time for inclusion in report

Code:

Country: England

1. Name of Publisher : Hulton Educational Publications Limited

2. Address : Raans Road, Amersham
Bucks. HP6 6JJ

3. Year Established : 1971

4. Type of Organization : Non-governmental, profit making

5. Objectives :

6. Languages of Publication : English

7. Readers : Students of literacy classes, school drop-outs, migrants or immigrants

8. Authors : School teachers

9. Distribution Mechanisms : Teachers, agents, booksellers

10. Other Activities :

11. Type of Publications :

* Not received in, time for inclusion in the report.

Code: EUE 61

Country: England

1. Name of Publisher : Inner London Educational Authority, Media Resources Centre
2. Address : Highbury Station Road, London N1 1SB
3. Year Established : 1972
4. Type of Organization : Governmental
5. Objectives : Developing reading skills; Encouraging reading as a habit; Integration of minority groups into national life
6. Languages of Publication : English
7. Readers : Students of literacy classes
8. Authors : University/college professors, teachers, staff, professional writers
9. Distribution Mechanisms : Education Authority channels
10. Other Activities : Organization of reading rooms
11. Type of Publications : Books

Code: EUE 62

Country: England

1. Name of Publisher : Write First Time

2. Address : c/o Acacia Road Centre, Acacia Road, Bedford

3. Year Established : 1975

4. Type of Organization : Non-governmental, non-profit making

5. Objectives : Developing reading skills; Entertainment; Development of political and social consciousness

6. Languages of Publication : English

7. Readers : Students of literacy classes

8. Authors : New literates

9. Distribution Mechanisms : Literacy projects, libraries

10. Other Activities :

11. Type of Publications : Journals, books

Code: EUS 63

Country: Spain

1. Name of Publisher : Editorial Magisterio Español, S.A.

2. Address : Quevedo 1, 3 y 5, Madrid

3. Year Established :

4. Type of Organization : Non-governmental, profit-making

5. Objectives : Developing reading skills; Encouraging reading as a habit; Developing of occupational skills

6. Languages of Publication : Spanish

7. Readers : Students and graduates of literacy classes

8. Authors : University professors, school teachers

9. Distribution Mechanisms : Teachers, literacy projects, booksellers

10. Other Activities :

11. Type of Publications : Books

Code: EUS 64

Country: Sweden

1. Name of Publisher : National Swedish Board of Education

2. Address : S-106 42 Stockholm

3. Year Established : 1964

4. Type of Organization : Governmental, Ministry of Education and Ministry of Labour

5. Objectives : Developing reading skills; Entertainment; Encouraging reading as a habit

6. Languages of Publication : Swedish

7. Readers : Students of literacy classes, migrants and immigrants

8. Authors : Staff, school teachers

9. Distribution Mechanisms : Teachers, booksellers

10. Other Activities : Organization of special courses for teachers

11. Type of Publications : Books

Code: NAC 65

Country: Canada

1. Name of Publisher : Training, Research and Development Station, Department of Manpower and Immigration

2. Address : P.O. Box 1565, Prince Albert, Saskatchewan S6V 5S4

3. Year Established : 1971-72

4. Type of Organization : Governmental, Department of Manpower and Immigration

5. Objectives : Developing reading skills; Reading for mathematics; Encouraging reading as a habit

6. Languages of Publication : English

7. Readers : Students of literacy classes

8. Authors : Staff, professional writers

9. Distribution Mechanisms : Teachers, Information Canada, (a department of the Federal Government which handles all Government publications)

10. Other Activities : Awareness training seminars for staff

11. Type of Publications : Books

Code: NAU 66

Country: U.S.A.

1. Name of Publisher : Charles E. Merrill Publishing Division of Bell and Howell Company

2. Address : 7300 Alum Creek Drive
Columbus, Ohio 43216

3. Year Established :

4. Type of Organization : Non-governmental, profit making, commercial

5. Objectives : Developing reading skills; Making profit; Encouraging reading as a habit

6. Languages of Publication : English

7. Readers : Students and graduates of literacy classes, school drop-outs, linguistic minorities, migrants or immigrants, regular students, students who need slower-paced reading materials

8. Authors : Staff, university professors, professional writers, school teachers

9. Distribution Mechanisms : Booksellers (salesmen), mail

10. Other Activities :

11. Type of Publications : Books, audio visual aids, pamphlets

Code: NAU 67

Country: U.S.A.

1. Name of Publisher : New Readers Press Division of Laubach Literacy, Inc.

2. Address : P.O. Box 31
Syracuse, NY 13210

3. Year Established : 1967

4. Type of Organization : Non-governmental, non-profit making

5. Objectives : Developing reading skills; Family life education; Civic education

6. Languages of Publication : English

7. Readers : Students of literacy classes and school drop-outs, students in adult basic education, special education classes, remedial reading classes in high schools

8. Authors : Staff, freelance writers who show they have the necessary qualifications

9. Distribution Mechanisms : Teachers, literacy projects, mail

10. Other Activities : Provision of assistantships for graduate students to work with the staff

11. Type of Publications : Books, pamphlets, newspapers, magazines

Code: NAU 68

Country: U.S.A.

1. Name of Publisher : Prentice-Hall Inc., Educational Book Division,
2. Address : Englewood Cliffs, N.J. 07632
3. Year Established : 1913
4. Type of Organization : Non-governmental, profit-making, commerical publisher of books and audio-visual material
5. Objectives : Developing reading skills; Development of occupational skills; Encouraging reading as a habit
6. Languages of Publication : English
7. Readers : Students of literacy classes, regulat students
8. Authors : Staff, university professors, professional writers, school teachers
9. Distribution Mechanisms : Sold to school systems
10. Other Activities :
11. Type of Publications : Books

Code: NAU 69

Country: U.S.A.

1. Name of Publisher : Schloat Productions

2. Address : 150 White Plains Road, Tarry Town, N.Y. 10591

3. Year Established : 1964

4. Type of Organization : Non-governmental, profit-making, audio-visual publishing subsidiary of Prentice-Hall, Inc., diversified publishers

5. Objectives : Encouraging reading as a habit; Developing reading skills

6. Languages of Publication : English

7. Readers : Students of literacy classes, regular students

8. Authors : Professional writers

9. Distribution Mechanisms : Teachers, literacy projects, libraries (users) agents, booksellers, mail

10. Other Activities :

11. Type of Publications : Books and film strips

Code: SAA 70

Country: Argentina

1. Name of Publisher : Editorial Angel Estrada y CIA

2. Address : Bolivar 462-466, Buenos Aires

3. Year Established : 1889

4. Type of Organization : Non-governmental, commercial

5. Objectives : Development of occupational skills; Family life education; Expansion of national language

6. Languages of Publication : Spanish

7. Readers : Students, graduates of literacy classes, regular students

8. Authors : Staff, university/college professors, professional writers, school teachers

9. Distribution Mechanisms : Booksellers

10. Other Activities : Organization of special courses, seminars or conferences for writers of easy-to-read materials; Preparation of written guides for teachers; Organization of reading rooms and libraries for readers

11. Type of Publications : Books

Code: SAA 71

Country: Argentina

1. Name of Publisher : Instituto de Cultural Popular (INCUPO)

2. Address : Casilla de Correo No. 30
Reconquista

3. Year Established : 1968

4. Type of Organization : Non-governmental, non-profit making, religious

5. Objectives : Developing reading skills; Encouraging reading as a habit; Family life education

6. Languages of Publication : Spanish

7. Readers : Students and graduates of literacy classes

8. Authors : Staff, professional writers

9. Distribution Mechanisms : Literacy projects, regional representatives

10. Other Activities :

11. Type of Publications : Books, pamphlets, newspapers

Code: SAB 72

Country: Bolivia

1. Name of Publisher : Acción Cultural Loyola (ACLO)

2. Address : Casilla 155, Sucre

3. Year Established : 1966

4. Type of Organization : Non-governmental, non-profit making, religious

5. Objectives : Religious education; Encouraging reading as a habit; Development of occupational skills

6. Languages of Publication : Spanish

7. Readers : Graduates of literacy classes and school drop-outs

8. Authors : Staff, school teachers, neo-literates

9. Distribution Mechanisms : Teachers, literacy projects, agents, promotion centres, Churches, Co-operatives

10. Other Activities :

11. Type of Publications : Newspapers

Code:

Country: Bolivia

1.	Name of Publisher	:	Alfalit Boliviano
2.	Address	:	Casilla 1466 Cochabamba
3.	Year Established	:	1965
4.	Type of Organization	:	Non-governmental, non-profit making, religious
5.	Objectives	:	Entertainment; Developing reading skills; Development of occupational skills
6.	Languages of Publication	:	Spanish, Quechua, Aymara
7.	Readers	:	Students and graduates of literacy classes, drop-outs and regular students
8.	Authors	:	Staff, school teachers, new literates, adult education specialists
9.	Distribution Mechanisms	:	Literacy projects, booksellers, mail
10.	Other Activities	:	Organization of seminars and conferences for writers of easy-to-read materials
11.	Type of Publications	:	Books, pamphlets, newspapers

* Not received in time for inclusion in report.

Code: SAB 73

Country: Bolivia

1. Name of Publisher : Editorial "Don Bosco"

2. Address : Casilla 204,
La Paz

3. Year Established :

4. Type of Organization : Non-governmental, non-profit making, religious

5. Objectives : Developing reading skills; Encouraging reading as a habit; Family life education; Religious education

6. Languages of Publication : Spanish

7. Readers : Regular students

8. Authors : Staff

9. Distribution Mechanisms : Booksellers

10. Other Activities :

11. Type of Publications : Books

Code: SAB 73

Country: Bolivia

1. Name of Publisher : Instituto de Investigación Cultural para la Educación Popular (INDICEP)
2. Address : Casilla 1076, Oruro
3. Year Established : 1969
4. Type of Organization : Non-governmental, non-profit making
5. Objectives : Civic education; Family life education; Development of occupational skills
6. Languages of Publication : Spanish and Aymara
7. Readers : Graduates of literacy classes, school drop-outs, regular students
8. Authors : Staff, literacy organizers
9. Distribution Mechanisms : Teachers, literacy projects
10. Other Activities :
11. Type of Publications : Pamphlets

Code: SAB 75

Country: Brazil

1. Name of Publisher : ABRIL S.A. Cultural e Industrial

2. Address : Rua do Curtume, 738
Rio de Janeiro

3. Year Established :

4. Type of Organization : Non-governmental, profit making

5. Objectives : Developing reading skills; Encouraging reading as a habit; Entertainment

6. Languages of Publication : Portuguese

7. Readers : Students of literacy classes

8. Authors : Staff, university/college professors

9. Distribution Mechanisms : Literacy projects

10. Other Activities :

11. Type of Publications : Books

Code: SAB 76

Country: Brazil

1.	Name of Publisher	:	Brazilian Literacy Movement Foundation (MOBRAL)
2.	Address	:	P.O. Box 56036 Rio de Janeiro - GB
3.	Year Established	:	1970
4.	Type of Organization	:	Governmental, Ministry of Education and Culture
5.	Objectives	:	Encouraging reading as a habit; Developing reading skills; Development of occupational skills
6.	Languages of Publication	:	Portuguese
7.	Readers	:	Students and graduates of literacy classes, school drop-outs, migrants or immigrants, visitors to Cultural Centres and the MOBRAL-TECA, regular students
8.	Authors	:	Staff, professional writers, publishers' assistants, journalists
9.	Distribution Mechanisms	:	Teachers, literacy projects, booksellers, libraries, mobile libraries
10.	Other Activities	:	Organization of special courses; MOBRAL's reading rooms became Cultural Centres in 1974
11.	Type of Publications	:	Books, newspapers, magazines, encyclopaedia

Code: SAB 77

Country: Brazil

1. Name of Publisher : Livraria José Olympio Editoria, S.A.

2. Address : Rua Marquês de Olinda, 12 Botafogo-ZC-02, Rio de Janeiro

3. Year Established : 1974

4. Type of Organization : Non-governmental

5. Objectives : Developing reading skills; Encouraging read- as a habit; Expansion of national language

6. Languages of Publication : Portuguese

7. Readers : Students of literacy classes

8. Authors : Staff

9. Distribution Mechanisms : MOBRAL

10. Other Activities :

11. Type of Publications : Books

Code: SAB 78

Country: Brazil

1. Name of Publisher : Serviço Social da Industria (SESI)

2. Address : Avenida Brigadeiro Luis Antonio, 277, 5º and. Sao Paulo

3. Year Established : 1946

4. Type of Organization : Non-governmental, non-profit making

5. Objectives : Developing reading skills; Encouraging reading as a habit; Development of occupational skills

6. Languages of Publication : Portuguese

7. Readers : Students of literacy classes, illiterates, semi-literates, students up to the 4th year

8. Authors : Staff, experts

9. Distribution Mechanisms : Teachers

10. Other Activities : Organization of reading rooms

11. Type of Publications : Books

Code: SAC 79

Country: Chile

1. Name of Publisher : Centro Audio Visual Evangelico (CAVE)

2. Address : Casilla 9558, Santiago

3. Year Established : 1967

4. Type of Organization : Non-governmental, religious, non-profit making

5. Objectives : Expansion of national language; Revitalization of cognitive and application processes; Support for training functions

6. Languages of Publication : Spanish

7. Readers : Graduates of literacy classes, regular students, general public

8. Authors : Staff, school teachers, new literates, journalists

9. Distribution Mechanisms : Teachers, literacy projects, regional newspapers

10. Other Activities :

11. Type of Publications : Books, pamphlets, newspapers

Code: SAC 80

Country: Colombia

1. Name of Publisher : Acción Cultural Popular (ACPO)

2. Address : Apartado Aéreo 7170, Bogotá D.F.

3. Year Established : 1953

4. Type of Organization : Non-governmental, religious, non-profit making

5. Objectives : Development of occupational skills; Family life education; Encouraging reading as a habit; Religious and civic education

6. Languages of Publication : Spanish

7. Readers : Students and graduates of literacy classes, school drop-outs

8. Authors : Staff, university/college professors, professional writers, school teachers, new literates

9. Distribution Mechanisms : Teachers, literacy projects, agents

10. Other Activities : Training activities for authors

11. Type of Publications : Books, pamphlets, newspapers

Code: SAC 81

Country: Colombia

1. Name of Publisher : Centro Laubach de Alfabetización

2. Address : Apartado aéreo 2561, Bogotá

3. Year Established : 1963

4. Type of Organization : Non-governmental

5. Objectives : Developing reading skills; Encouraging reading as a habit; Civic and family life education

6. Languages of Publication : Spanish

7. Readers : Students and graduates of literacy classes, school drop-outs

8. Authors : Staff, new literates, university students

9. Distribution Mechanisms : Teachers, literacy projects, agents, booksellers, mail

10. Other Activities : Organization of special courses for writers of easy-to-read materials; Organization of reading rooms

11. Type of Publications : Books, newspapers, bulletins

Code: SAC 82

Country: Colombia

1. Name of Publisher : Fondo de Capacitación Popular

2. Address : Avenida Corales No. 63-09
Bogotá

3. Year Established : 1967

4. Type of Organization : Governmantal, Ministry of Education, Ministry of Communication

5. Objectives : Entertainment; Encouraging reading as a habit; Integration of minority groups into national life

6. Languages of Publication : Spanish

7. Readers : Regular students

8. Authors : Staff

9. Distribution Mechanisms : Agrarian Savings Bank, literacy promoters

10. Other Activities :

11. Type of Publications : Pamphlets and bulletins

Code: SAC 83

Country: Colombia

1. Name of Publisher : Instituto Lingüístico de Verano (Summer Institute of Linguistics, Colombia-Panama Branch)
2. Address : Apartado Aéreo 27744, Bogotá D.E.
3. Year Established :
4. Type of Organization : Non-governmental
5. Objectives : Encouraging reading as a habit
6. Languages of Publication : 36 indigenous languages of Colombia
7. Readers : Linguistic minorities
8. Authors : Staff and new literates
9. Distribution Mechanisms : Linguists
10. Other Activities : Training activities for authors
11. Type of Publications : Pamphlets

Code: SAC 84

Country: Costa Rica

1. Name of Publisher : Alfalit Internacional

2. Address : Apartado 292, Alajuela

3. Year Established : 1961

4. Type of Organization : Non-governmental, religious, non-profit making

5. Objectives : Integration of minority groups into national life; Religious education; Family life education

6. Languages of Publication : Spanish, Aymara, Quecha

7. Readers : Students and graduates of literacy classes, school drop-outs, migrants or immigrants, regular students

8. Authors : Staff, university professors, school teachers

9. Distribution Mechanisms : Teachers, literacy projects, booksellers, mail

10. Other Activities : Organization of reading rooms

11. Type of Publications : Books, newspapers

Code: SAC 85

Country: Costa Rica

1. Name of Publisher : Centro de Libros de Texto para Adultos (CELTA)
2. Address : Departamento de Educación de Adultos, Ministerio de Educación Pública, San José
3. Year Established : 1971
4. Type of Organization : Governmental
5. Objectives : Conscientization; Integration of minority groups into national life; Family life education; Civic education
6. Languages of Publication : Spanish
7. Readers : Students of literacy classes, and also their children and families
8. Authors : Staff
9. Distribution Mechanisms : Teachers, literacy projects
10. Other Activities :
11. Type of Publications : Books, teachers' guides

Code: SAC 86

Country: Costa Rica

1. Name of Publisher : Instituto Centroamericana de Extensión de la Cultura
2. Address : Apartado 2948, San José
3. Year Established : 1963
4. Type of Organization : Non-governmental
5. Objectives : Encouraging reading as a habit; General education
6. Languages of Publication : Spanish
7. Readers : Students and graduates of literacy classes, school drop-outs, regular students
8. Authors : Staff
9. Distribution Mechanisms : Teachers, booksellers, mail
10. Other Activities : Organization of seminars or conferences; Publications of yearly almanac for wide regional distribution
11. Type of Publications : Newspapers, almanacs

Code: SAE 87

Country: Ecuador

1. Name of Publisher : Escuelas Radiofonicas Populares del Ecuador

2. Address : Apartado 47-55
Riobamba

3. Year Established : 1962

4. Type of Organization : Non-governmental, religious

5. Objectives : Integration of minority groups into national life

6. Languages of Publication : Quichua, Spanish

7. Readers : Graduates of literacy classes

8. Authors : Staff, students and staff of radio schools

9. Distribution Mechanisms : Literacy projects, mail

10. Other Activities :

11. Type of Publications : Newspapers

Code: SAE 88

Country: Ecuador

1. Name of Publisher : Sección de Tecnologia Educativa

2. Address : Ministerio de Educación, Quito

3. Year Established :

4. Type of Organization : Governmental, Ministry of Education

5. Objectives : Developing reading skills; Encouraging reading as a habit; Family life education

6. Languages of Publication : Spanish

7. Readers : Students and graduates of literacy classes, school drop-outs and regular students

8. Authors : Staff, school teachers

9. Distribution Mechanisms : Literacy projects, mail

10. Other Activities : Organization of reading rooms

11. Type of Publications : Books, pamphlets, newspapers, almanac

Code: SAG 89

Country: Guatemala

1. Name of Publisher : Departamento de Alfabetización

2. Address : 5a Avenida 4-53, Zona 1
Guatemala City

3. Year Established : 1964

4. Type of Organization : Governmental, Ministry of Education

5. Objectives : Developing reading skills; Encouraging reading as a habit; Expansion of national language

6. Languages of Publication : Spanish

7. Readers : Students and graduates of literacy classes

8. Authors : Staff

9. Distribution Mechanisms : Literacy projects, agents

10. Other Activities :

11. Type of Publications : Pamphlets

Code: SAG 90

Country: Guatemala

1. Name of Publisher : Instituto Lingüístico de Verano en América Central
2. Address : Apartado 74, Guatemala City
3. Year Established : 1952
4. Type of Organization : Non-governmental
5. Objectives : Religious education; Civic education; Expansion of national language
6. Languages of Publication : Achí de Cubulco, Achí de Rabinal, Aguacatec, Cakchiquel Central, Chu, Garífuna, Ixil de Nebaj*
7. Readers : Students and graduates of literacy classes, school drop-outs, linguistic minorities
8. Authors : Staff, new literates
9. Distribution Mechanisms : Teachers, literacy projects, agents, libraries
10. Other Activities : Organization of special courses for writers of easy-to-read materials; Organization of reading room
11. Type of Publications : Books, pamphlets, newspapers

Languages of Publication: continued

* Jacaltec, Kanjobal de San Miguel, Kekchí, Quichí, Quiché de Joyabaj, Tolpan, Tzutujil, Maya Mopán, Pocomchí

Code: SAH 91

Country: Haiti

1. Name of Publisher : Comité Protestant d'Alphabétisation et de Littérature (CPAL)
2. Address : B.P. 154 Port au Prince
3. Year Established : 1961
4. Type of Organization : Non-governmental, non-profit making, religious
5. Objectives : Expansion of national language; Developing reading skills; Encouraging reading as a habit
6. Languages of Publication : Creole
7. Readers : Students of literacy classes, school drop-outs, promoters of Creole
8. Authors : Staff, school teachers
9. Distribution Mechanisms : Literacy projects, booksellers, mail
10. Other Activities : Organization of special courses for writers of easy-to-read materials
11. Type of Publications : Books, newspapers

Code: SAM 92

Country: Mexico

1. Name of Publisher : Alfalit Mexicano

2. Address : Calzada Mexico, Coyoacán 349
Mexico 13 D.F.

3. Year Established : 1961

4. Type of Organization : Non-governmental, religious

5. Objectives : Integration of minority groups into national life; Religious education; Family life education; Promotiong the reading habit

6. Languages of Publication : Spanish

7. Readers : New literates

8. Authors : Books and instructional materials prepared by Alfalit Internacional

9. Distribution Mechanisms :

10. Other Activities :

11. Type of Publications : Books (supplied by Alfalit Internacional in Costa Rica)

Code: SAM 92

Country: Mexico

1. Name of Publisher : Dirección General de Educación Fundamental

2. Address : Ecuador No. 82, 2º piso, Mexico 1, D.F.

3. Year Established : 1968

4. Type of Organization : Governmental

5. Objectives : Developing reading skills; Encouraging reading as a habit; Expansion of national language

6. Languages of Publication : Spanish

7. Readers : Students of literacy classes, students and teachers of educational institutions, parents

8. Authors : New literates

9. Distribution Mechanisms : Teachers, literacy projects, agents, libraries, mail

10. Other Activities :

11. Type of Publications : Books

Code: SAD 94

Country: Dominican Republic

1. Name of Publisher : Dirección General de Educación de Adultos

2. Address : Ave. Máximo Gomez esq., Santiago, Santo Domingo

3. Year Established :

4. Type of Organization : Governmental, Ministry of Education, Art and Culture

5. Objectives : Developing reading skills; Encouraging reading as a habit; Family life education

6. Languages of Publication : Spanish

7. Readers : Students and graduates of literacy classes, regular students

8. Authors : Staff, school teachers

9. Distribution Mechanisms : Teachers, literacy projects, booksellers

10. Other Activities :

11. Type of Publications : Books

Code: SAV 95

Country: Venezuela

1. Name of Publisher : Ministerio de Educación, Dirección de Educación de Adultos, Centro Regional de Educación de Adultos

2. Address : Apartado Postal 20026
Caracas

3. Year Established : 1969

4. Type of Organization : Governmental (supported by the Organization of American States)

5. Objectives : Experimentation on methodological elaboration, production, evaluation of reading materials; Entertainment; Developing reading skills

6. Languages of Publication : Spanish

7. Readers : Graduates of literacy classes, school drop-outs, regular students

8. Authors : Staff, school teachers

9. Distribution Mechanisms : Mail, Ministries, adult education institutions

10. Other Activities : Organization of regional training courses and study tours for authors

11. Type of Publications : Pamphlets, books, audio-visual aids